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THE

# FOCUS

*Published Monthly in the Interests of  
Professional Photography*

Vol. XVII

JANUARY, 1941

No. 1



PHOTOGRAPHING THE GRAND CANYON

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*Published by*

**HIRSCH & KAYE**

SAN FRANCISCO

# SPEED

## is only part of it!

DEFENDER *Arrow* PAN

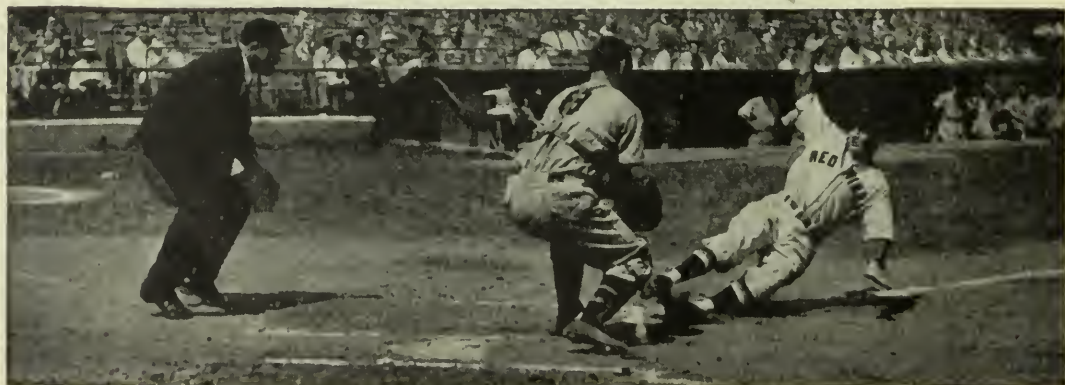
SAFETY BASE  
NON-HALATION

Arrow Pan, newest Defender Film, offers speed as its most important feature, a speed two to four times greater than the next fastest film in the Defender list. But speed is not all—

Arrow Pan approaches the ideal in color value rendition; in efficiency when used with artificial lighting, including the modern fluorescents, and for high relative speed by daylight.

Arrow Pan's darkroom behavior presents no problems—it is like the other Defender Film in that respect.

For Studio, Portrait or Commercial; for action shots indoors or out; for any work where both speed and quality count, Arrow Pan fits in.



DEFENDER PHOTO SUPPLY COMPANY, INC.  
ROCHESTER, NEW YORK



# THE FOCUS

Prepared and Published  
Monthly



In the Interest of Professional  
Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

JANUARY, 1941

No. 1

## INTRODUCING—

ELLSWORTH KOLB

and

EMORY C. KOLB

*(See front cover)*

This month we gladly tell you about the two men who, more than anyone else, have helped to make the Grand Canyon one of the outstanding tourist attractions of all the national parks. They were born in Wilkesburg, Pennsylvania. Their parents are still living, their father having reached 91, their mother, 88 years. Their father was a grocer and butcher, later becoming a Methodist preacher.

While the boys spent much time in small country towns, they received most of their education in Pittsburgh. Emory could never resist the urge to explore, while Ellsworth, likewise restless and curious, wanted to be a traveler. Emory, the explorer, found much to interest him in a photo studio, in 1900, and the following year opened one of his own. That was in the days when the popular custom was to wear a photograph, mounted in a gold-rimmed pin, on your coat or tie. He even worked this idea in connection with a house-to-house solicitation.

Meanwhile, Ellsworth, the traveler, had arrived in Grand Canyon, then not a national park, and known only to a few hardy people. Comfortable auto camps, hotels, Harvey dining rooms and road signs were not readily available in those days. Emory operated a studio in Williams, where he

was joined by his brother. The studio was closed a year later when the brothers opened one at Grand Canyon. Their first activity was photographing mule-back parties of visitors. Here let us pause to picture one of their working problems, as we think of their daily round-trip of 3,000 feet down to the river for water for their darkroom!

Here was plenty of opportunity for the hardest explorer or traveler. They learned to know the canyon as you know your own darkroom. First motion pictures of the Colorado River and the canyon were made by the Kolb brothers in 1911, and because the same film (35 mm.) is shown to the public every night, they can rightly claim the longest running movie shown in the world. The Kolb brothers are among the very few people who have navigated the Colorado River from its source in Wyoming to the sea and lived to tell about it. Read their book, "Through the Grand Canyon by Boat," and be thrilled and fascinated.

It was this book, and articles written by them for National Geographic Magazine, Saturday Evening Post, and others, which focused official attention at Washington on the desirability of making Grand Canyon a national park, which was done 17 years after the Kolb brothers arrived. No river expedition is ever considered without first obtaining expert advice from the brothers.

But this is not all. Both brothers can fly a plane. They like to build and

*(Continued on Page 5)*



NO JEWELER sells a diamond without first placing it in a suitable setting. The finest perfume would lose 90% of its appeal if placed in an ordinary drug-store bottle.

In photography the finer the package—which in photography is the mounting—the more the photographer can charge and the more profit he makes.

Given a dozen really competent photographers, there cannot be much variation in the quality of their “bread-and-butter” work. The mounting is each photographer’s real opportunity to individualize what he has to sell.

Other than mere size, what is the tangible difference to the customer between various “styles” of prints? The mounting, which makes possible a far greater range in price than cost of the material would otherwise warrant.

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS                      ✓                      TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal



## Kolb Brothers

(Continued from Page 3)

work with their hands. Emory is a Mason, and, having served in World War I as a lieutenant in the Photo Division, Signal Corps, is a Legionnaire. Ellsworth is a member of the Explorers Club. He was a photographer of the Katmai Expedition to Alaska in 1919.

Kolb brothers have appeared by invitation to lecture and speak to some of the leading scientists of the time. Teddy Roosevelt knew them well. Emory is married, and his only daughter is the wife of the chief ranger at Boulder Lake. Ellsworth is single and is especially interested in looking after his parents at Altadena. During Ripley's Believe-It-or-Not program at the canyon in May, Emory operated a boat by short wave remote control.

Now, plan a vacation at Grand Canyon and have a chat with either of the brothers, who will tell you they have lived there longer than anyone else.



## A True Story

One of our very good customers submits this story of an actual happening, and mentions that it is one of those things which "happens only once in a lifetime."

A young girl, accompanied by her husband, visited my studio to have her portrait made. The young lady was far from being attractive, but her one redeeming feature was her large and beautiful eyes.

The usual sittings were made, and, of course, I made every effort to bring her "redeeming feature" into great prominence. The usual proofs were submitted to the young lady, who very carefully scrutinized them. After a few moments of silence she spoke very seriously and rather sorrowfully, saying that she had evidently proved to be a poor subject, as she "forgot to squint."

(Continued on Page 9)

## Unfavorable Odds

Not a few individuals look with envy at the person who owns his own business. It appears as a highly desirable goal to many employees, an ideal situation where there are no time-cards or bosses. But all is not quite so rosy. The man who owns his own small business has a tougher struggle than most employers would subject him to. Attesting to this, the Harvard Business figures for 1939 show that only 35.6 per cent of stores doing a dollar volume of less than \$150,000 earned a profit.

It's a real job, these figures show, to get any business past the dangers of the first few years and into the expansion stage. Less than one-tenth of 1 per cent of about two and a quarter million businesses in the country, for example, have a continuous history of 50 years or more. The average life of a business is just 5½ years, Dun & Bradstreet finds. More than half of stores doing a dollar volume of under \$300,000 a year lost money. Bigger business shows much more consistency of profit. Perhaps being an employee is not so bad after all.



## Adjusto Print Press

Here is a popular-price press such as is often wanted for flattening prints or drying them under pressure. The press is sufficiently large to be usable with 11 x 14 prints. The outside dimensions are 12 x 15 inches and the press, made entirely of metal, will not warp or lose its uniform adjustment. As many as 100 prints between blotters may be placed in the press at one time and they may be of any size up to 11 x 14.

The press is easy to handle and convenient to use. Four special rubber snubbers on the base will protect the top of table or desk on which it may be used. The upper or removable part of the press is attached and pressure applied by means of thumb-screws.

Price.....\$4.35



# GADGET BAG

New Model 2605-F

Made of smooth, top grain, soft, brown leather. Outside measurement,  $11\frac{1}{2} \times 9\frac{1}{2} \times 9\frac{1}{2}$  inches. Strap-and-buckle-fastened pocket on outside ( $1'' \times 5\frac{3}{4}'' \times 8\frac{1}{2}''$ ) accommodates battery case, reflector, etc., for synchronized flash-gun unit. Four snap-fastened pockets ( $2'' \times 2''$ ) in top for filters. Behind these a zipper equipped pocket ( $3'' \times 11''$ ) for cable release, table-top tripod or other small accessories. Two pockets ( $1\frac{1}{4}'' \times 2\frac{1}{2}'' \times 2\frac{1}{2}''$  and  $1\frac{1}{4}'' \times 2\frac{1}{2}'' \times 4''$ ) at ends with snap-fastened flaps for alternate lenses. Two large pockets ( $3'' \times 5'' \times 5\frac{3}{4}''$ ) in center for camera, reserve film magazines, lens hoods, etc. One pocket ( $6'' \times 11\frac{1}{2}''$ ) inside front for exposure meter. Obviously, the equipment listed for the various pockets is an arbitrary selection used merely as an example.

Price \$12.50

*Dealers are invited to send for list of cases of all kinds.*





## David S. Merriam

David S. Merriam of the Pako Corporation died Thursday, December 12. He was one of the Directors of the Corporation and for more than 20 years helped in the development of equipment which has made the Pako Company outstanding in its line. He will be missed by his associates, his distributors, and the hundreds of photographers and photo finishers who knew him.



## A Distinctive New Paper Surface

A new surface, designated as "suede," which, while matted, is smooth in texture, has been added to the Kodabrom and Kodalure lines of Eastman Papers. The new grades, which will be furnished in the same sizes and at the same prices as other grades of Kodabrom and Kodalure Papers, are:

### KODABROM DOUBLE WEIGHT:

Grade V (Nos. 1, 2, and 3), suede, matte, cream white

Grade W (Nos. 1, 2, and 3), suede, matte, old ivory

### KODALURE DOUBLE WEIGHT:

Grade V, suede, matte, cream white

Grade W, suede, matte, old ivory



## Eastman Industrial X-Ray Film

X-ray Film especially coated and packaged to meet industrial needs, is now available. Many manufacturing and construction firms use x-ray equipment to determine the quality of metal and other materials. Anyone interested in Industrial X-ray Film is invited to write to us for suggestions as to the use and handling of film and other information that may be wanted.

## Infra-Red Film Prices Reduced

(Effective January 15, 1941)

**I**NFRA-RED Roll Film in sizes 116, 616, 120, 620 and 127 is furnished in 6-exposure rolls, but not regularly listed. Prices on these rolls are hereby reduced as follows:

Film No.	Negative Size	Exposures	List Per Roll
116	2½x4¼	6	\$ .40
616	2½x4¼	6	.40
120	2¼x3¼	6	.35
620	2¼x3¼	6	.35
127	1⅝x2½	6	.30

These films are subject to the discount schedule in effect and are sold under the provisions of our Retailer Fair Trade Agreement.

Listings of Infra-Red 135 and 828 film remain unchanged.

On special order, other sizes of Infra-Red Film are available. Prices on these sizes will be figured proportional to those included herein.



**Charles Estey**, formerly a well known Bay Region press photographer, was found dead in his room, from pneumonia. At one time he was a commercial photographer in San Francisco.

\* \* \*

**Mr. and Mrs. Platt** of Redding were in San Francisco for a few days over the New Year holiday.

\* \* \*

**Mr. and Mrs. Lark** of Lark's Photo Shop and Studio, in Hanford, called at our office, during their brief visit to San Francisco early this year.

\* \* \*

**Mr. F. H. Sheidler** and Mrs. Sheidler made the trip from Redding to be in the city for the New Year holiday.

\* \* \*

**Mr. and Mrs. Kramer** of Santa Cruz are rather frequent visitors. They are developing the habit of calling, which greatly pleases us.

## Synchro-Sunlight with Color

**S**YNCHRO-SUNLIGHT is the flash technique pioneered by Kalart whereby the light from a flash bulb is employed to balance the sunlight and produces the beautiful two-tone lighting effects achieved by Hollywood Motion Picture Studios with bulky, powerful lamps.

When using color film outdoors with the Speed Flash the exposure should be set for the daylight and the illumination from the flash bulb should be sufficient only to fill in the shadows. This is accomplished by keeping the flash about 8 to 10 feet from the subject. Synchro-Sunlight is especially beneficial with color films as these emulsions have a very limited latitude which produces jet black shadows with no detail.

Outdoor portraits in natural color can be greatly improved if the subject is placed so as not to face the sun directly. In this position there is no squinting of the eyes, your subject is more comfortable and the result is a more natural expression. The shadows are, of course, illuminated by a flash bulb synchronized with the Micromatic Speed Flash. The shutter exposure is the same as if no flash bulb were being used. At this point we might mention that although the light from the flash bulb varies in color temperature during its burning period, the temperature of the *flash peak* is approximately equal to the flash as a whole. It is important, therefore, to synchronize with the *peak of the flash* when shooting at speeds of 1/200 sec. or faster and at the *beginning* of the flash for speeds of 1/50 sec. or slower.



## New Phaostron Meter

In advance of more detailed information which will be published next month, we announce the Model C Phaostron Meter with greatly increased scale range. Provision is made for exposure as fast as 1/1000 of a second and for as long as two hours.

for **SPEED GRAPHIC OWNERS** only!

**SUPER  
SPEEDFLASH SHOTS  
ARE EASY WITH  
SISTOGUN!**



*A dance of the Radio City Music Hall Corps de Ballet, taken by Jimmy Sileo*

Here's an instrument designed by news photographers especially for Super-Speedflash Photography—it's the Kalart Sistogun. Today—ace photographers use and endorse this focal plane Shutter Synchronizer for 3¼ x 4¼ and 4 x 5 Speed Graphics.

The Kalart Sistogun is a compact, precision instrument which really *completes* your Speed Graphic. It's low priced, you can install it yourself. It may be used with battery cases of most synchronizers. With Sistogun and long-peak wire-filled flash bulbs, you can get action shots even at 1/1000 sec. See the Kalart Sistogun. Try it. You, too, will say it is *made to order for those who want real action FLASH PICTURES*—at SUPER SPEEDS! Price \$12.00.

The KALART COMPANY INC.

Dept. 01

Taft Bldg., Hollywood, Calif.

**KALART**



## Sodium Carbonate Pure Photo (Monohydrated)

### CHARACTERISTICS

Anhydrous Sodium Carbonate has a decided affinity for water, and will absorb moisture from the air readily, up to about 15 per cent, where it remains practically stable.

Sodium Carbonate is manufactured in two types for photographic work: Anhydrous (dry) and Monohydrated.

The anhydrous or dry carbonate is the stronger of the two when packed, having about 98 per cent  $\text{Na}_2\text{CO}_3$ . But unless it is stored in tight containers it is not stable, but in time may absorb water up to about 15 per cent. This creates a margin of uncertainty too wide for careful photographic work.

To avoid this uncertainty of strength, Carbonate has been hydrated to contain 15 per cent of moisture, and at that point it is sufficiently stable for all practical purposes. There may be a little variation, but it is so slight that it is not noticeable in practical use.

Therefore, stabilized, MONOHYDRATED Sodium Carbonate offers you a salt that contributes to uniform density and printing quality, and to closer, more accurate timing of development.

*Use of Carbonate.* To better understand the reason for the accuracy that *Monohydrated Sodium Carbonate* offers, it is well to recall the functions of carbonate.

Alkali in the developer makes it more active. It is often called the accelerator of the developing agent.

*Over-use of Carbonate.* If too much alkali is used it increases the reducing power of the developing agent to such an extent that the silver halide grains are affected, even though they were not exposed. This causes fog. (See data sheet on Potassium Bromide.)

### DESCRIPTION

(Monohydrated Carbonate.) Pure white, fine crystals, which, examined

under a glass, appear brilliant, colorless, and fairly uniform in size and shape. Free-flowing, little inclination to cake or lump.

### STORAGE

Monohydrated Carbonate relieves the photographer of much of the difficulty he formerly had with his carbonate. Any reasonably dry, cool place will be suitable for storage.



## Eastman Contrast Process Panchromatic Safety Film, Antihilation

THE emulsion of Eastman Contrast Process Panchromatic Safety Film is identical with Kodagraph Process Panchromatic Film, but is coated on regular cut sheet base, intended for commercial work.

The new emulsion is a decided improvement over Process Panchromatic Antihilation Film, having considerably more contrast and a slight increase in speed. This new film will replace Eastman Process Panchromatic Film, but for the time being stocks of both brands will be available, and orders for Process Panchromatic will continue to be filled until the supply is exhausted.

Eastman Contrast Process Panchromatic Safety Film, Antihilation, will be furnished in the same sizes and at the same prices as Eastman Process Panchromatic Film.



## A True Story

(Continued from Page 5)

Believe it or not (thank you, Mr. Ripley), she made a detailed study of all the proofs and carefully selected the one which she said was the best, because "I find that of all the pictures this is the one where I squint the most, and therefore this will make the best portrait."

*“we use Mallinckrodt Products exclusively”*

SAYS ROACH'S STUDIO  
DENVER, COLORADO

And the Roach Studio has attained a national reputation for fine work. To retain the wealth of detail, shown in the reproduction of these murals, requires good chemicals to back up a good lens and skill. *Pictol*\*, one of the Photo-Purified Line did its share to secure proper development of negative and print.

When you order, specify Mallinckrodt definitely.

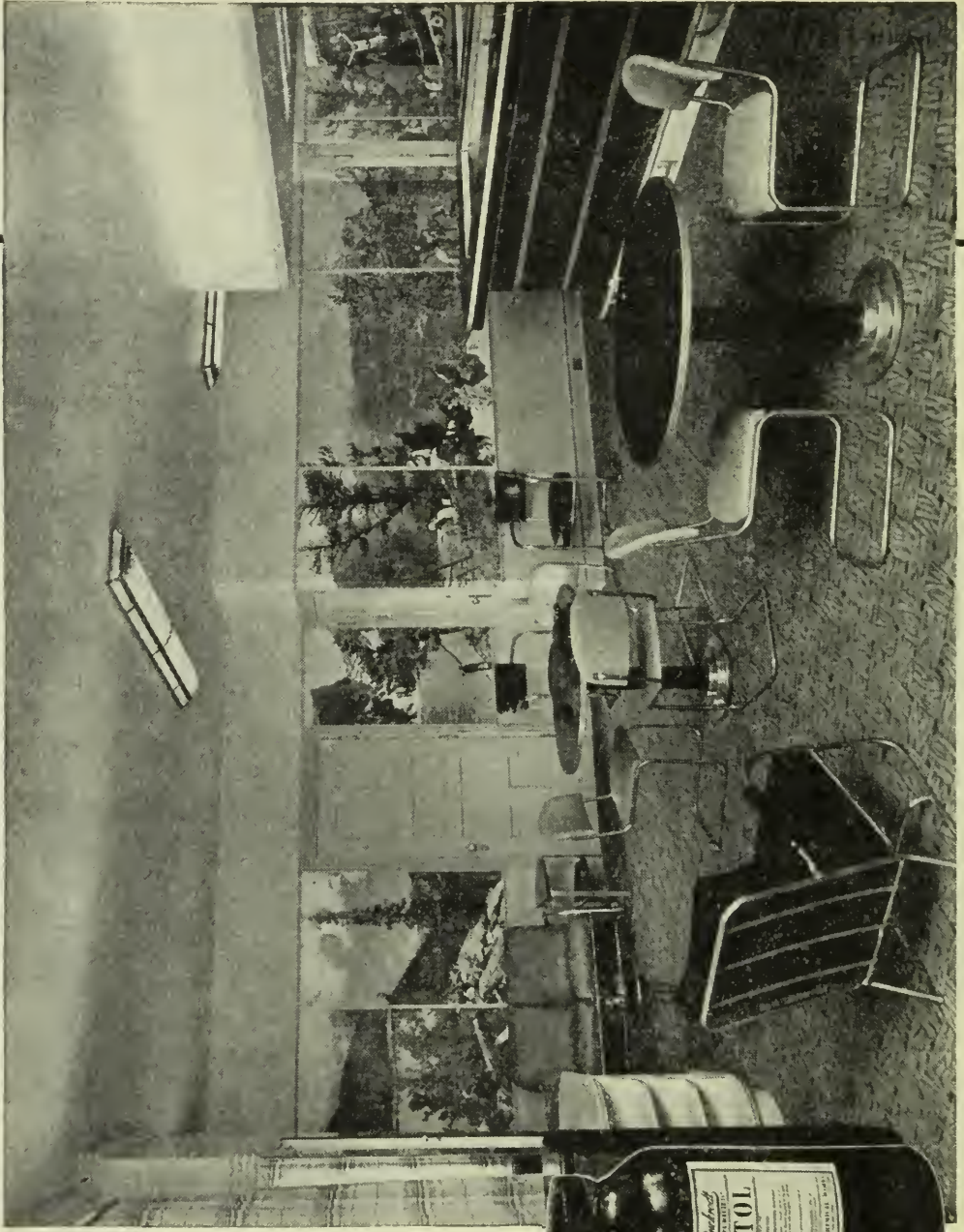
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## From the Birdie's Nest

MANHATTAN'S pioneering Museum of Modern Art last week took a plunge. Conservative U. S. art museums have dipped condescendingly into the art of photography, buying an occasional print to store in their basements, sandwiching an occasional show of fine photographs between their Cezannes and Rembrandts. None of them has ever rated photographs high enough to give them a full-fledged department, complete with curators and permanent collections. But the Modern Museum, which had long been flirting with camera art, last week announced that it would give photography a large, permanent place alongside its departments of painting, sculpture, architecture, industrial design. As curator of the new department, the Modern Museum appointed its librarian, scholarly, gangling Camera Expert Beaumont Newhall.

For its maiden exhibition, this week, the Modern Museum's new photography department dusted off 60 pictures representing the heavy cream of camera craft, from early sepia-colored 19th-Century primitives down to such contemporary camerartists as Alfred Stieglitz, Ansel Adams, Edward Weston. Picked to show the tremendous variety of methods and subjects used by cameramen of the past 97 years, the exhibition contained prints from hoary calotype\* and wet-plate negatives, documentaries by the Civil War's camerace Matthew Brady, sentimental Victorian landscapes, modern news photographs, dadaist shadographs by Hungarian-born Moholy-Nagy and U. S. Modernist Man Ray. Surprised visitors found that some of photography's finest workmanship was very old stuff.

The man behind the Modern Museum's new photographic venture is David H. McAlpin, grandnephew of the late John D. Rockefeller, Sr. A

precise-minded shutterbug who clicked his first camera in 1906, balding, snappy-eyed Mr. McAlpin spends many a spare moment from his Manhattan brokerage business getting fragments of the world on film. A collector of fine and rare photographs, McAlpin has long felt that U. S. museums ought to do more for photography. When, a year ago, he gave Manhattan's stodgy Metropolitan Museum \$1,000 to buy photographs, the Metropolitan's board of trustees had to hold a meeting to decide whether photography was art. They finally decided that it was, accepted his gift. Cousin Nelson Rockefeller's Museum of Modern Art was prompter. About his own camera work, Camerarchivist McAlpin is shy. Says he: "It's mostly in the snapshot stage."

—Time.



## Kodabrom Paper Name Changed to Kodabromide Paper

Kodabrom Paper will henceforth be known as "Kodabromide."

Because of the similarity of the former name to that of Kodachrome Film, and to avoid confusion, this name change is being made. However, there is no change in the characteristics of the product.

Throughout the year there may be instances of dealers and customers receiving packages bearing the name "Kodabrom." This situation is due to the fact that there are on hand large stocks of labels and packaging materials which will not run out on all sizes and grades at the same time. This statement is made so that those receiving packages bearing the name "Kodabrom" will understand that the material contained is not old, but merely that we are using the packing materials on hand.



Save your copies of "The Focus" for future reference.

\*Early paper negative used before the introduction of glass plates or film.

## THE KALART SYNCHROSCOPE

A Synchronizer Tester . . . without the use of bulbs, film, or any other photographic material.

THE KALART SYNCHROSCOPE is an entirely new device, electrically operated from the battery case of the Photoflash Synchronizer which gives a visual indication of the shutter timing in relation to flash bulb peak intensity. This is accomplished without the use of a flash bulb or other photographic materials.

Means is provided for adjusting the Synchronoscope for different time lag intervals associated with the various flash bulbs now on the market.

The Synchronoscope is fastened in front of the lens and shutter to be tested by sliding the adjustable crossed bars in the camera track. If the camera does not have a focusing track, the synchronoscope is placed on a table close to the lens. The viewing window is raised or lowered in height to center with the lens. Electrical connection is established to the battery case by means of the electrical cord extension. The pin projecting from the bottom of the Synchronoscope is gently pushed up, the Synchronizer connected to the battery case is wound and the shutter cocked. Set the shutter for a speed of 1/200th sec. or maximum shutter speed as desired.

The back of the camera is then opened and exposed to the light of an electric lamp.

While looking directly into the window of the Synchronoscope the shutter is released by means of the Synchronizer and two distinct slits of light will be visible while the shutter is open.

The action of these slits is designed to correspond in timing with the firing characteristics of a photo-flash lamp. Their position as observed indicates whether the shutter is opening with the peak of the flash or whether it is opening too early or late.

As the Synchronoscope is much more critical than any other form of tester, we have incorporated within it a field of red which covers the safety margin for synchronization. If the photographer sees any portion of this red area within the slits of the Synchronoscope while making the test, *the synchronizer adjustment is correct*. If no red is visible and the right slit appears higher than the left, *the shutter is opening too early*. *The Synchronizer is therefore adjusted by decreasing the spring tension behind the plunger, that is, unscrew the Micro-matic feature a point or two. Then repeat the test and adjust the Synchronizer until the desired position of the two slits is attained.* If the right slit is lower, the shutter is somewhat late in opening, and *the Synchronizer can be adjusted to advance the shutter action by turning the milled tension knob down a point or two. Take at least four tests. Reset pin for every test.*

With some shutters a different synchronizer adjustment may be necessary for a speed of 1/100th sec. than for a speed of 1/200th sec., although in most cases if adjusted for 1/200 sec. it will operate at all shutter speeds.

The adjustment dial on the Synchronoscope is put there to make the necessary adjustments for time lags of different flashbulbs. With the dial set at No. 4, the Synchronoscope will test all synchronizers for the Superflash No. 0,

(Continued on Page 14)



# New Kodak Print Lacquer Protects Against Dust, Abrasion; Is Tough, Flexible, Waterproof

Coating Guards Prints and Enlargements from Atmospheric Discoloration, Makes Cleaning Easier, Does Not Change Reflection Character of Print Surface, Nor Discolor With Age

A NEWLY-DEVELOPED Kodak Print Lacquer, designed to protect the surface of contact prints and enlargements from marks, dust, abrasion, and atmospheric discoloration, and to allow thorough cleaning without injury to the print, is announced by the Eastman Kodak Company, Rochester.

The new lacquer provides a protective surfacing which is thin, tough, flexible, waterproof, virtually colorless, and not subject to discoloration with age. The coating is effectively invisible—producing little if any change in the finish and reflection characteristics of the print. This lacquer offers particularly good protection against sulfurous gases in the air, which tend to cause print discoloration in many localities.

Prints treated with the new lacquer may be washed with mild soap and water. An interesting characteristic of the lacquer is its ability to inhibit mildew and fungus growth—and for this reason it can be used to advantage on album covers, leather surfaces of cameras and cases, and other equipment made of natural or artificial leather. It may also be applied to metal parts to prevent oxidation and discoloration.

Kodak Print Lacquer is applied by dipping the print into a tray, allowing it to remain 10 seconds, then draining and hanging up to dry in a dust-free place. The lacquer may also be applied with conventional spray equipment (an advantage in treating photo-murals), or wiped on with a brush or lintless cloth.

Either plain or tinted prints may be lacquered. For oil-tinted or watercolor-tinted prints, a simple gelatin sizing operation is outlined in the complete instruction sheet which accompanies each can of lacquer.

Product of long research by the Kodak Research Laboratories, Kodak Print Lacquer has been formulated to meet many requirements, and has features and advantages not offered in other lacquers. Retail prices of Kodak Print Lacquer are: Eight-ounce can, 60 cents; gallon can, \$5.50.

## THE KALART SYNCHROSCOPE

(Continued from Page 12)

No. 1, and Press 40 lamps and also the Mazda No. 7, No. 16 and No. 21. The No. 5 dial setting should be used to test the synchronizer for Superflash No. 2 and No. 3 lamps. When testing for Mazda No. 11 lamps, the Synchroscope dial should be set at No. 2.

If a satisfactory test cannot be obtained within the range of the synchronizer adjustments, the battery is probably weak and requires replacement.

Fresh batteries for use with most Synchronizers should read 4.5 volts when tested with a volt meter. Many used batteries will retain or rebuild to this voltage even when in a weakened condition. A simple method of determining the true condition of the battery is to connect a resistance or load to it while taking a volt meter reading. The Synchroscope may be used as a load by connecting it and the volt meter to the battery. The Synchroscope pin should be held up to keep the circuit closed while the cable release or Synchronizer button is being pressed. Keep the circuit closed only long enough to take the reading; *otherwise the battery drain is too great.*

A fresh battery which reads 4.5 volts without a load should read approximately 2.7 volts with this load. A used battery which reads 4.5 without a load may read 1.5 volts with a load. If the latter reading should fall below 1.5 volts then it indicates the need for a battery replacement.

The Synchroscope may be used to check the adjustment on all makes of synchronizers—whether mechanical or electrical, by following the general instructions. With the latter type, however, it is advisable to first insert a fresh battery.

This device cannot be used to test synchronizers with focal plane shutters.

Price \$15.00

### Wabash Press 25 Lamps

One of the items for which we have numerous orders on file, and still more heavily ordered from the factory, is the now much discussed Press 25 Superflash Lamp. The latest report from the factory tells us of production difficulties, the need of re-designing some of their machinery for making these lamps, and other problems.

These problems have finally been solved but actual production in quantity is still another matter. While we have every confidence that our orders will be filled this Spring, we ask our readers to be patient, and temporarily consider the use of one of the eight other sizes in which Superflash Lamps are available for immediate shipment.

### H & K Estimating Scale

For the convenience and guidance of our readers, we offer a price estimating scale, whereby you can readily determine the price of additional prints, after you have established the price of the first. All sizes from 3x4 to 11x14 are shown, in various price ranges.

If you want a copy, we will gladly comply with your request.



### Sussman 1941 Catalog

The new 1941 catalog of the Sussman line of mountings is now ready. We will send a copy to any established photographer on request.



A man's first duty is to keep himself out of the poorhouse.



# Modern Merchandising

WHEN a woman goes to see a motion picture, she is seeking entertainment. Primarily she is interested in what the people on the screen do and say. Secondly she is interested in the clothes the women wear, the houses they live in, the arrangement of their furniture and the way they do their hair.

Next day she looks at herself in the mirror, and she surveys her living room and her wardrobe. Then she goes shopping, and expects the merchants in her town to show her gowns

as stylish as those in the picture she saw the night before.

Motion pictures have powerfully speeded and complicated modern merchandising. A generation ago a new style moved across the country at the speed of a stage coach. Now style travels at the speed of light waves.

Merchants in smaller communities must be as alert as their competitors in the cities, or their customers will hop into automobiles and drive to the urban stores.

## Kodak Reference Handbook

WRITTEN with authority and designed for easy reference, the convenient recommendations, tables, and specification sheets of this Handbook will prove an invaluable aid in solving the problems of both amateur and professional photographers.

### SUBJECTS COVERED

The Kodak Reference Handbook comprises a wealth of information on photographic materials, processes, and technique. The technical data included conform with the latest laboratory findings. The book is divided into ten sections under the following headings: Kodak Lenses, Kodak Films, Filters, Kodachrome Photography, Eastman Photographic Papers, Dark-room Design, Development and Fixation, Formulas, Copying, Slides and Transparencies. Each of these sections is the result of a planned collaboration of practical photographers, photographic technicians, and research workers. Each is attractively illustrated with photographs and diagrams.

### DESIGNED FOR QUICK REFERENCE

This 380-page book is uniquely planned for convenience as a refer-

ence source. The format is loose-leaf with a multi-ring binder, which allows the book to lie flat when in use and provides for the insertion of your own notes and photographic records. Each section has an index tab, a list of contents, and a margin index which includes key processes and often-used data. Below each item on the margin index is a black patch on the page where the text in question will be found. The book is handsomely bound in a water-resistant cover material which may be cleaned with a damp cloth. The features outlined, plus rugged construction, provide the ideal Handbook for everyday use in the field, the studio, and the dark-room. Price of the Kodak Reference Handbook, \$2.75.



## Eastman Contrast Process Ortho Safety Film, Antihilation

This new film has an emulsion identical with that of Kodagraph Contrast Process Ortho Safety Film coated on regular safety cut sheet base developed for the commercial trade.

This film is considerably faster than Eastman Process Film, has higher contrast, and a shorter toe, and is orthochromatic.

# Sussman Mounts

## Sterling Easels

*Sample on receipt of List price*

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.



Print Size	Outside Size	Price per 100
3 x 5	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>7</sup> / <sub>8</sub>	\$ 6.00
4 x 6	5 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>	7.75
5 x 7	6 <sup>3</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>2</sub>	9.00
7 x 5 Group	8 <sup>7</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	10.75
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>	14.50
8 x 10	10 x 13 <sup>1</sup> / <sub>2</sub>	16.50
10 x 8 Group	12 <sup>1</sup> / <sub>2</sub> x 11	17.00

## Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock  
Insert—Deckled Edges—Slip-in Style—  
Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	Outside Size	List Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.00
4 x 6	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>4</sub>	8.75
5 x 7	7 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	10.50
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.00
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	13.50
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	15.50
10 x 8 Group	13 x 11 <sup>3</sup> / <sub>8</sub>	15.50



Manufactured by A. SUSSMAN

“Sussman Mounts  
Are Paramount”

HIRSCH

Dis



# s Are Paramount

## Gleason Folders

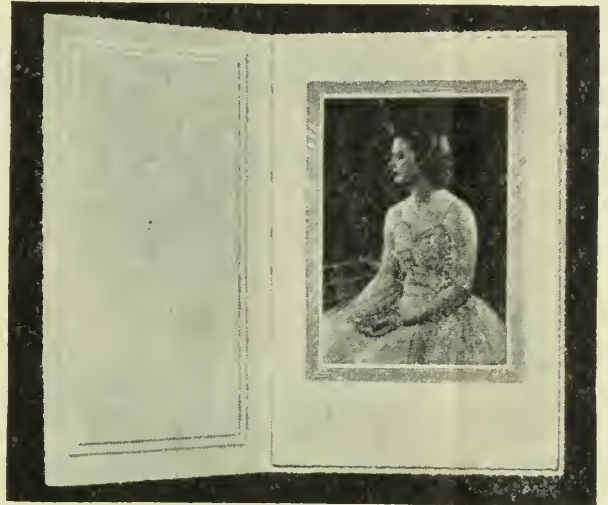
*Sample on receipt of List price*

Sturdicoat Duplex Cover Stock—White or Buff Antique  
 Insert Stock—Deckled Edges, Cover and Insert—  
 Slip-in Style—White or Buff Shades

This new, completely different folder, a real leader, features a sketched line design effect, which is distinctly novel and effective.

The cover stocks present rich, subdued color tones, which are enhanced by a double plate sinking.

Your Fall requirements in folder style must include this folder.



Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.00
3 x 5	5 1/2 x 8	6.75
4 x 6	6 1/2 x 9 1/4	8.25
5 x 7	7 1/4 x 10 3/4	10.25
7 x 5 Group	9 1/8 x 8 1/8	10.50
6 1/2 x 8 1/2	9 1/4 x 12 1/2	13.00
8 x 10	10 3/4 x 14	15.00
10 x 8 Group	13 x 11 5/8	15.00



## Kelvin Easels

Creation Coated Duplex Cover and Insert Stock—  
 Serrated Edge Underlay—Slip-in Style—  
 Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Print Size	Outside Size	List Price per 100
3x4	4 3/4 x 6 3/4	\$ 6.25
3x5	5 3/8 x 7 5/8	7.75
4x6	6 1/8 x 9	9.25
5x7	7 1/8 x 10 1/8	10.50
8x10	10 x 13 1/2	17.50
10x8 Group	12 1/2 x 11	18.00

& COMPANY, Philadelphia, Pa.

**& KAYE**  
 butors

“Sussman Mounts  
 Are Paramount”

# YOU HAVE A DATE!

*March 13 - 14 - 15*

## MASTER PHOTO FINISHERS and DEALERS CONVENTION

ST. FRANCIS HOTEL      ✓      SAN FRANCISCO

### Aladdin Lamps of 1941

*by Beattie*

**M**AGIC that works a modern sorcery is yours with these great new lamps "by Beattie." Here is versatility . . . snappy brilliance transformed at finger touch to a soft flattery . . . control that erases lines and wrinkles, subordinates secondary details, places interest exactly where it belongs.

They are magically cool . . . glareless . . . fast. But far beyond these features common to all fluorescents, Beattie main source lamps provide *controlled power* which enhances your ability; broadens the variety and quality of your work—you sell more negatives and prints.

Constructed to highest standards, these brilliant performers are equipped with G. E. Reactances and tubes, separable starters and imperishable Alcite reflectors. *Beattie Lighting Controls* enable you to put this quality equipment to most efficient use. Because *they do what you want them to do*. Beattie Lites end the "pointless experiment" that wastes time and energy.

#### TRULY THE LAMPS OF THE FUTURE

*Ready Today* . . . Scientifically counterbalanced to keep the center of gravity constant, these Beattie Lites are stable at any height. Yoke-mounted, the lampheads tilt to any angle and rotate freely. Backed by the skill acquired in more than 20 years of equipment design, these "Aladdin Lamps of 1941" are praised by delighted owners as the "finest ever built by Beattie."

#### GREATER DOLLAR VALUE . . .

Model FDL, with eight 24-inch tubes, has plenty of speed and covering power for the average portrait studio; Model FPH, with eight 36-inch tubes, provides power for huge groups and fashions at small aperture. Complete with tubes, the Lites are term-priced at only \$135.00 and \$185.00, respectively. (Five-tube fluorescents as low as \$47.50.)

Ask our salesmen for further details—or see these great lamps demonstrated in our display room.

*Beattie Lamps may be purchased on budget terms.*



## Avoid Curled and Cracked Prints

THIS is the time of year when the dry heat of workrooms causes prints to curl and become brittle. Kodak Flexol is the remedy for this condition, and it may be used with the assurance that it will not injure your prints.

Flexol is a chemically pure substance which gives the print just enough moisture to do away with the hard and brittle condition that makes it crack or curl on the slightest provocation. It makes prints easier to handle and gives them greater durability because they are tough and pliable and not easily broken.

Any form of moisture will produce this condition, but the difficulty is that it does not last. The moisture evaporates and the paper and its gelatin coating become hard and brittle. Kodak Flexol does not dry out with the water, and as a result the moisture retained helps to keep the print in good condition.

After prints have been washed thoroughly they are placed in a solution made by mixing Flexol in the proportion of one ounce to ten ounces of water. This solution should be kept at a temperature of 70° to 80° F. To prevent excess dilution of the Flexol, the prints should be drained of surplus water. After prints other than glossy have been immersed in this solution for about five minutes, surplus moisture should be sponged off before they are dried.

It is very important that prints which are to be treated with Flexol solution be thoroughly fixed and washed. When they are so treated they hold some moisture, and, in the presence of moisture, any hypo remaining in a print will cause it to fade and discolor more rapidly.

Single or double weight prints may be treated with Flexol solution and, if desired, the strength of the solution may be varied according to general atmospheric conditions, a weaker solution being used when the air is sufficiently humid.

To keep Flexol solution at the desired uniform strength, test the fresh solution with a hydrometer. After a batch of prints has been treated, and some water from the prints added to the solution, it can be brought back to its normal strength by adding sufficient Flexol to bring it up to the original test.

Flexol helps to give more even drying of prints on ferrotype plates, and the better contact which eliminates dull spots. Prints need not be sponged for ferrotyping. A Flexol treatment is also a distinct advantage when prints are to be embossed. If they contain sufficient moisture, embossing will not crack them.

Flexol is supplied in 8-ounce bottles at 60 cents, 1-gallon cans at \$5.50, and 5-gallon cans at \$24.



Hurried business trips brought welcome visitors to our office; they included **Mr. Staples** of Chico. **Mr. Cilley** of Marysville, and **Mr. Jeffreys** of Salinas and King City.



### FOR SALE

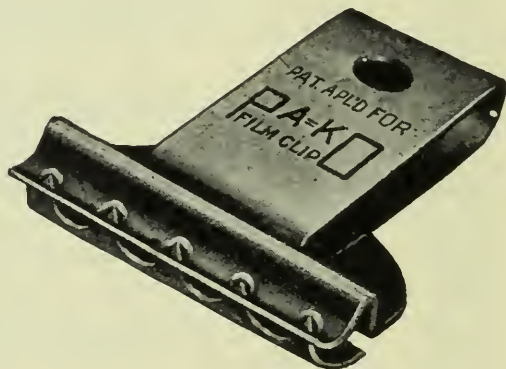
Studio completely equipped for Portrait, Commercial, Kodak Finishing, and Framing. Reasonable rent, good lease. Ground floor, centrally located. Established fourteen years.

May King Studio, Klamath Falls, Ore.

# PAKO Film Clips

... Strong, Heavy and Serviceable

PAKO Film Clips are amply wide to minimize film curling—extra large jaw opening for easy loading—an adequate supply kept handy will speed up service and improve the quality of finished work—plated brass for low initial cost.



Per dozen . . . . . \$1.65

Stainless Clips for long life

Per dozen . . . . . \$3.00

---

# PAKO Clip Weights

... Eliminate Objectionable Curl

Use PAKO Clip Weights with PAKO CLIPS for bottom weights in tank development—merely insert weight in the loop of the clip, then place weight between the jaws of a vise, tighten vise and weight will be pressed tightly around edges of clip. Particularly handy for 616, 620, and other tightly wound films.

Per dozen . . . . . \$1.35

---

# PAKO Midget Masks

Facilitate Printing from Miniature Negatives

Adjustable for margins of varying widths from individual negatives or strips. Can be attached to Pako Junior or Model B Printer, and instantly removed for printing standard sizes.

Price per set . . . . . \$2.00



G. E. Announces a

THREE-LIGHT 50-100-150 WATT

# Photo Enlarger Lamp

Designed for

FLEXIBILITY AND IMPROVED LIGHT CONTROL

DEVELOPMENT of a 50-100-150 watt "A 21" White Mazda Photo Enlarger Lamp—designed to provide amateur and professional photographers with three intensities of light from a single source—has just been announced by General Electric's lamp department at Nela Park, Cleveland, Ohio.

For proper operation, the new "A 21" requires special accessory equipment which is being built into new enlargers, soon to appear on the market, or which should be built into existing equipment. Chief among these "necessaries" are a 3-contact porcelain socket and a wattage selection switch.

Among outstanding advantages claimed for the new lamp are the following: Use of the 50-watt filament provides ample light for the setting-up and focusing operations which frequently consume considerable time; the relatively little heat produced by the 50-watt filament permits leisurely setting up and focusing without "cooking" the negative; for making exposures, two higher stages of light are available: one an intermediate intensity from the 100-watt filament alone, the other a much higher intensity of light from use of the 50 and 100-watt filaments, each burning at the same time.

The three levels of light provide flexibility, light control, make for convenience, save time in many cases, and lessen the chance of vibration or extraneous light to affect print quality. Use of the relatively cool light from the 50-watt filament eliminates unsatisfactory split-second exposures with fast papers at small ratios of enlargement, and in such cases it "stretches out" the time so it can be measured with reasonable accuracy. Once the negative—under the light of the lowest level—has been positioned properly and the enlargement adjusted to desired size, the operator hereafter need only switch on the higher intensity for final focusing and printing.

Essential technical data and price of the new G. E. 50-100-150 watt A21 Mazda white photo enlarger lamp are as follows:

Class .....	C
Watts .....	50-100-150
Volts (published) .....	105-120
Bulb .....	A21 White
Filament Construction.....	2 C-9
Base .....	3-contact medium screw
Maximum Overall Length.....	4¾ inches
Light Center Length.....	3⅜ inches
Position of Burning.....	Any
Life .....	100 Hrs. (each filament)
List Price .....	\$0.60

## Gets Building, Land—No Cost; Some Business

THE remarkable series of transactions engineered by an automobile dealer in Mountain View, California, has attracted much attention and will be of interest to our readers who will remember the Fair at Treasure Island.

It all started at the San Francisco World's Fair. When the dealer first beheld the towers and pylons and other architectural features of the Chrysler Corporation exhibit, it was literally "love at first sight."

So he offered to buy the exhibit when the Fair was closed, for \$3000. His offer was accepted.

When the time came to dismantle the Fair buildings, he took prompt possession of the exhibit. He kept the towers, pylons and other parts he wanted and sold the remainder—for \$3000.

Next he used the \$3000—his original investment—to buy a choice piece of land in Mountain View which for some time had appealed to him as being an excellent business location.

Finally, he almost immediately got his \$3000 back, for he sold a corner of his new land to an oil company desiring a new service station site—for exactly that amount!

On his share of the land, which had cost him nothing, he erected a new dealer establishment, his whole building theme centering around the towers and pylons that once stood at San Francisco's Treasure Island.



**The Harold Parker Studio** in Pasadena will be moved February 1 to 39 South Los Robles Street. The studio was established in 1905 and in the past 36 years has been in three different locations. Messrs. Dickson and Thurber, the present owners, were associated with the founder, Mr. Harold A. Parker, till they purchased the business in 1934.

## Kodalk X-Ray Developer

For the convenience of users of large quantities of X-Ray developer, we are prepared to supply Kodalk X-Ray Developer in drums, each containing chemicals sufficient for 25 gallons of developing solution. These drums are priced at \$15.50 each.



## Price Increase

Due to increased costs of labor and material, the price of Superflash Lamps #0 will be increased from 10 cents list to 11 cents list, as of January 26. No other sizes are included in this change.



**Jack Krum**, partner of Phil Boling, owners of the San Diego Camera Exchange, was killed early New Year's morning en route to the Pasadena Rose Festival. His 10-year-old son was likewise killed in the accident and Mrs. Krum is still in the hospital.

## Retouching ✓ Etching ✓ Coloring

10 Years Experience

PROMPT SERVICE

**MRS. ROSE GUY**

1846 - 27th Avenue San Francisco  
Overland 4676

## FOR SALE

Clean, modern, ground floor studio in heart of San Joaquin Valley. Main business, portraits, but also do commercial, photo finishing, and cameras. Priced for quick, cash sale. Hurry.

Box No. 2446

THE FOCUS

# 1941 Combined Photography Industry Conventions and Trade Show

Sponsored by the  
PHOTOGRAPHERS ASSOCIATION OF AMERICA  
and the  
NATIONAL PHOTOGRAPHIC DEALERS ASSOCIATION

1 1 1

*Place*—HOTEL STEVENS, CHICAGO

*Time*—WEEK OF AUGUST 18, 1941

*Opens*—7:30 P.M., Monday, August 18

*Closes*—2:00 P.M., Friday, August 22

*Hours*—9:00 to 6:00, Tuesday, Wednesday and Thursday

1 1 1

The Trade Show will be open to the public Monday and Tuesday evenings from 7:30 to 9:30 with permission to remain until 10:00 P.M. Admission to the general public by ticket only, obtainable from exhibitors.

PAA SECTION—Monday, Tuesday, Wednesday, Thursday, Friday.

NPDA SECTION—Monday, Tuesday, Wednesday, Thursday.

The combined banquet of the PAA and the NPDA will be held Thursday night, combining entertainment and dancing. This will be available to all holders of registration badges.

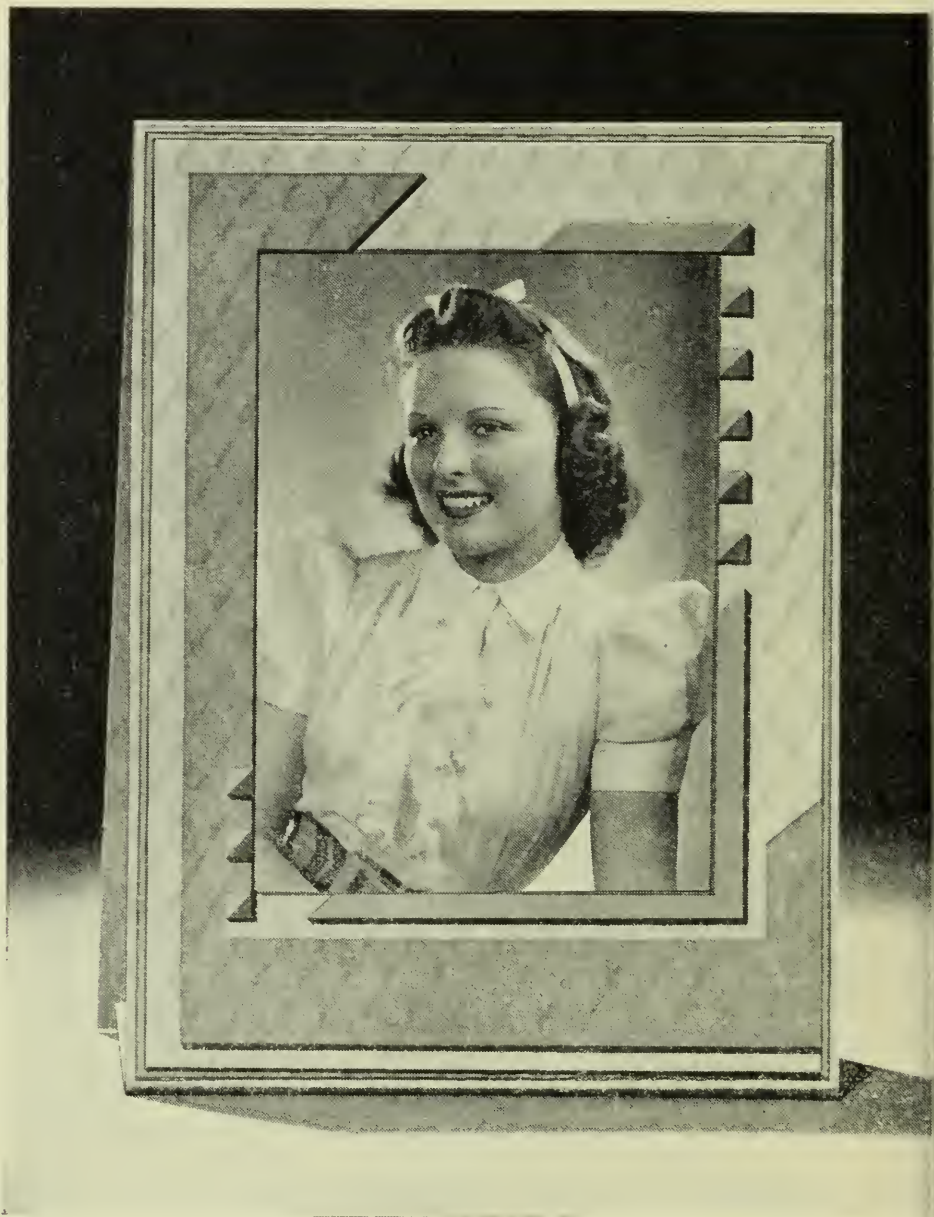
Every person attending the combined conventions must register. Members of the PAA and NPDA may register without cost. Non-members (professional photographers) may register on payment of \$3.00.

Employees of non-member photographers can register on payment of \$2.00. To all others, a limited privilege badge will be issued on payment of \$1.00. This badge will permit the wearer to attend lecture sessions but not elections and the banquet.

Additional information gladly sent  
by Hirsch & Kaye upon request.



*A  
Modern  
Style*



## THE HOLLYWOOD

No doubt the clever design has already caught your eye—it is brought out in two-tone gray, edged in silver.

Just the style you need for the novelty-seeking young folk—an ideal school number.

Your stockhouse salesman has this in his grip—have him show you this new Fall style, or send 10 cents and we will send a sample of the 4x6 size.

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS



## J e r r y ' s



## C o r n e r

*By Himself*

I was clearing out a drawer in my room when I came across some of the papers I wrote when I went to school, and now I know what's the matter with the country today.

It's the kind of school teachers we have, and the way they mark your home work. I've picked out some of my answers that I thought were good but the teacher said was wrong.

The Monroe Doctrine says that all foreigners must leave their ammunition at home.

The plural of monocle is binocle.

What kind of a noun is trousers?

An uncommon noun because it is singular at the top and plural at the bottom.

A person does not drown in Great Salt Lake, if they keep their head above the water.

One of the main causes of dust is janitors.

For fractures, to see if the limb is broken, you wiggle it gently back and forth.

The spinal column is a long bunch of bones. The head sets on one end and you set on the other.

The four seasons are salt, pepper, mustard and vinegar.

What happens when there is an eclipse of the sun?

A great many people come out to look at it.

A super saturated solution is one that holds more than it can hold.

Cyanide is so poisonous that one drop of it on a dog's tongue will kill the strongest man.

One difference between a President and a King is that a King has no vice.

Manuel explained to me the reason these papers were marked wrong was because I did not go into detail. He said I should have given more explanation.

A little while later the fire engines went by the place and Manuel asked me if I knew why fire engines were red.

Sure, I says. Fire engines are red. Newspapers are read, too. 2 and 2 is 4. 4 and 4 is 8. 8 and 4 is 12.

12 inches is a ruler. Queen Mary was a ruler. Queen Mary is a ship. Ships float. So do fish.

Fish have fins. The Finns fought the Russians. The Russians are red and fire engines are always rushin'.

That's why fire engines are always red.

—JERRY.

## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## RETOUCHING

AND  
COLORING

11 Years' Experience—Prompt Service

*Mail Orders Invited*

HELEN R. HALL  
HOTEL BERKELEY / BERKELEY, CAL.

## RETOUCHING ETCHING

▲  
PROMPT SERVICE  
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DOROTHY C. WOOD  
2148 W. San Carlos St., SAN JOSE, CALIF.

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## FOR SALE

Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

Box 2391

THE FOCUS

## STUDIO FOR SALE

A model Portrait Studio, high class equipment, low rent, very best location on leading street in Spokane, Washington. Exceptional opportunity. Priced for quick sale, very little cash will handle.

Box 2433

THE FOCUS

# Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

**Bausch & Lomb 1C Tessar F4.5**  
lens,  $7\frac{7}{16}$ -inch focus.

**Bargain Price** .....\$35.00

**Ross Homocentric F6.3 lens**,  $6\frac{1}{2}$ -  
inch focus, in Acme shutter.

**Bargain Price** .....\$32.50

**Bee Bee Filter Anastigmat Lens**  
of  $7\frac{1}{8}$ -inch focus. Speed is F5.5.  
Mounted in barrel.

**Bargain Price** .....\$18.50

**Rodenstock Euryнар  $6\frac{1}{2}$ -inch F5.4**  
lens in Autex shutter.

**Bargain Price** .....\$12.50

**B & L Zeiss Protar Convertible**  
F6.3 lens of 7-inch and  $11\frac{3}{16}$ -inch  
focus. Mounted in Betax Shutter.

**Bargain Price** .....\$49.50

**Kodak Anastigmat  $8\frac{1}{2}$ -inch F4.5**  
lens.

**Bargain Price** .....\$42.50

**$4\frac{3}{8}$ -inch Radar Extreme Wide**  
Angle 110 Degree F16 Lens. Will  
cover 5x7.

**Bargain Price** .....\$27.50

**B & L Ser. IV Protar, 5x8 in Vol-**  
ute shutter.

**Bargain Price** .....\$28.50

**Schneider Xenar  $11\frac{3}{8}$ -inch F4.5**  
lens.

**Bargain Price** .....\$110.00

**Bausch & Lomb  $4\frac{3}{8}$ -inch 1C Tes-**  
sar, F4.5 in rim-set Compur shutter.

**Bargain Price** .....\$27.50

**$6\frac{1}{2} \times 8\frac{1}{2}$  B&L 10-inch 1C Tessar.**

**Bargain Price** .....\$72.50

**Sigmar Portrait lens**, 16-inch  
focus, F4.5 in Studio shutter.

**Bargain Price** .....\$85.00

**Cooke Portrait Ser. IIA portrait**  
lens,  $9\frac{1}{2}$ -inch, F3.5.

**Bargain Price** .....\$65.00

**$8\frac{1}{4}$ -inch F4.5 Cooke Aviar in**  
Sunk mount.

**Bargain Price** .....\$59.50

**Ilex Anastigmat  $7\frac{1}{2}$ -inch F7.5 in**  
Universal shutter.

**Bargain Price** .....\$16.00

**Wollensak Verito**, soft focus lens,  
F4,  $8\frac{3}{4}$ -inch.

**Bargain Price** .....\$29.50

**Schneider Xenar**, 13.5 cm. focus,  
F4.5.

**Bargain Price** .....\$65.00

**Dallmeyer**, 14-inch F5.6 telephoto.

**Bargain Price** .....\$65.00

**5x8 Bausch & Lomb IIB Zeiss**  
Tessar  $8\frac{1}{2}$ -inch F6.3 lens in Volute  
Shutter.

**Bargain Price** .....\$42.50

**Zeiss Unar lens**,  $5\frac{3}{8}$ -inch F4.5 in  
Compur shutter.

**Bargain Price** .....\$23.50

**Zeiss Tessar**, 18 cm., F4.5 lens; like  
new.

**Bargain Price** .....\$52.50

**Telephoto for Korelle Reflex 13.5**  
cm. F4.5 Xenar.

**Bargain Price** .....\$65.00



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**Eastman 15-inch Metal Trimmer.** Looks like new.

**Bargain Price** .....\$17.50

**Halldorson Home Portrait Portable Twin Arc.** A good lamp for proofing or for commercial jobs.

**Bargain Price,**  
without stand .....\$12.50

**Carrying Case for Duplex Jr. Twin Arc Lamp;** also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced.

**Bargain Price** .....\$4.50

**Cooper Hewitt M Tube Outfit** for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**Glass Jugs,** transparent and clear.

**Bargain Price**.....15 cents ea.

**Johnson Hi-Lite Ventlite,** adjustable to 7 feet on stand provided. Reflector has 6½-inch square opening, with adjustable wings. Uses 500-watt T20 or #1 flood lamps.

**Bargain Price** .....\$7.50

**Sun-Ray #35 Lamp** with 6-foot folding stand. Deep type reflector with mogul socket for #4 flood lamp. Can be tilted many directions.

**Bargain Price** .....\$11.50

**Testrite Trio,** three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

**Bargain Price** .....\$7.75

**National Graflex Camera** with F3.5 lens. Camera has been used but is in fine condition.

**Bargain Price** .....\$49.50

**Kodak Interval Timer.** In good condition.

**Bargain Price** .....\$3.50

5-lb. bottles of **Formaldehyde.**

**Bargain Price** .....\$1.75 ea.

**Gadget Bags.** Made of imitation brown leather such as is used for upholstery, and will last indefinitely. Contain numerous interior pockets.

**Bargain Price** .....\$5.50

**8x10 F & S Home Portrait Camera** with 20-inch bellows, four holders and lined leather case.

**Bargain Price** .....\$37.50

**Pako Liberty model Print Dryer** for matter prints. Gas heated.

**Bargain Price** .....\$49.50

**Kalart Micromatic Synchronizer,** complete with bracket. Used, but looks like new.

**Bargain Price** .....\$7.50

**Parallex Reflector**, 20-inch diameter for condenserless enlarging. Reflecting surface contains numerous small mirrors. Will cover 8x10 negative. Has Mogul socket.

**Bargain Price** .....\$4.50

**Sun Ray Studio Lamp #39** with stand. Designed for two #4 Flood Lamps. This is really a low price efficient studio type lamp.

**Bargain Price** .....\$32.50

Pair of **12-inch Condensers** in book type mount. Look like new.

**Bargain Price** .....\$29.50

**8x10 View Camera** fitted with back and carrier for use as a 5x7 enlarger.

**Bargain Price** .....\$17.50

**5x7 Pony Premo View Camera**, 19-inch bellows, and R. R. lens, and one film holder.

**Bargain Price** .....\$18.50

**5x7 View Camera**, 15-inch bellows, swing back, rising front, 5¼-inch square lens board. Looks like new.

**Bargain Price** .....\$15.00

**M.C.M. Photo Meter**, Model H.

**Bargain Price** .....\$3.85

**Minute Call Electric Timer**. Dependable and useful.

**Bargain Price** .....\$2.95

**Two-inch Retouching Glass** with handle.

**Bargain Price** .....\$0.60

**Kalart Micromatic Synchronizer**, complete with flat battery case. Like new.

**Bargain Price** .....\$8.50

**Mendelsohn Universal Synchronizer**, fitted for Leica Camera. Like new.

**Bargain Price** .....\$16.50

**Kalart Senior Micromatic Speed Flash Unit** consisting of 7-inch reflector, 9-volt battery case with batteries, Micromatic Synchronizer, permanent Shutter Adapter, consisting of Compur fittings and complete set in instructions for ready assembly.

**Bargain Price** .....\$11.00

### MUNDER FLASH LAMPS

To close out our line of Munder Lamps, we offer the following stock:  
36 Standard size Blue Flashbulbs—

**Bargain Price** .....12c each

287 Regular size and type Munder Lamps—

**Bargain Price** .....12c each

40 Small size Regular type lamps—

**Bargain Price** .....10c each

**Multiflash Unit** for firing from one to six #5 G.E. or other bayonet type bulbs. Consists of six individual sockets on a central hub, behind which is a reflector. It is easily attached and permits the use of any desired number of bulbs up to six.

**Bargain Price** .....\$5.95

**Mergon 8x10 Cold Enlarging Light**. Provides evenly spread illumination; no heat. Will fit on 8x10 vertical enlarger.

**Bargain Price** .....\$16.50

### POBCO GADGET BAGS

These are made of the same grade of fabricoid used in upholstery, which insures longest life. They have a zipper top, with one outside pouch 6x8 inches and an inside pocket with zipper fastener, of same size. There are three smaller pockets inside. The bag measures 3½x9½x7 inches tall, inside measurement. The bottom is reinforced with four metal pegs and a shoulder strap is included.

**Bargain Price** .....\$5.50



# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**8x10 Studio Camera** with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

**Bargain Price** .....\$35.00

**5x7 Willo Printer** with masks, four lamps and pilot light.

**Bargain Price** .....\$10.50

**Beattie Porto Pan Studio Lamp.** Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

**Bargain Price** .....\$37.50

**4x5 Series D Graflex** with 7½-inch K.A. F4.5 lens, film pack adapter and case. In excellent condition.

**Bargain Price** .....\$98.50

**Graflex Enlarger Printer**, without lens. Really new, a demonstrator.

**Bargain Price** .....\$49.90

**Bell & Lair 5x7 Printer Enlarger** with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

**Bargain Price** .....\$23.50

**Emerson DC Motor**, 1/20 H.P., 1750 R.P.M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Wratten 8x10 Safelite Lamp #2.** Looks like new.

**Bargain Price** .....\$6.50

**12-inch Easy Wringer.** Suitable for 10x14 plates.

**Bargain Price** .....\$7.50

**5x7 Elwood Special Enlarger** with the large size lamphouse.

**Bargain Price** .....\$45.00

**Lantern Slide Storage Box** for 25 3¼x4 slides.

**Bargain Price** .....75c

**Korona 5x7 Home Portrait Camera**, with 6x6 lens board, 13-inch bellows and case. Looks like new.

**Bargain Price** .....\$36.50

**Sun-Ray #3 Lamp** with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

**Bargain Price** .....\$7.25

**Retouching Desk**, wood folding type. Looks like new.

**Bargain Price** .....\$5.50

**Halldorson Home Portrait Four-Lamp Outfit**, in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

**Bargain Price** .....\$15.00

**Eastman Diffusion Disks #2 and #3** for Auto Focus Enlarger. These disks measure two inches in diameter.

**Bargain Price** .....\$5.50 each





## The Customer Must See It

ALL of the skill and artistry you put into portraiture goes for naught if the customer doesn't see it in the print you deliver. The majority of photographers use Vitava Opal because it reproduces all of the quality of the finest negative, in prints that please their customers. There are fourteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPERS  
OR ENLARGEMENTS OF CONTACT PRINT QUALITY



# KODATRON SPEEDLAMP *Flash* *of 1/30,000 Second Freezes Motion*

THE girl in the illustration above was not standing still—was caught, in fact, in one phase of a whirl of fast dance routine. No human motion is too fast for this lamp. Models need not be posed, but may be caught in the rehearsal of a bit of action and “frozen” with wire-sharp definition. The light is so powerful that exposures must be made with small diaphragm openings, insuring depth of field.

### EFFICIENCY AND ECONOMY OF OPERATION

The Kodatron Speedlamp uses very little current and its gas-filled flash tube is good for over 5,000 fully efficient flashes before replacement is necessary. No special wiring or fusing is required for this lamp. All flashes are of 1/30,000-second duration, and shutter synchronization is simple. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Kodatron Speedlamp complete, including power unit, one Kodatron Flash Tube, 18-inch reflector, telescoping standard and synchronizer cord .....	\$400
Kodatron Flash Tube (replacement) .....	30

*Descriptive circular on request*



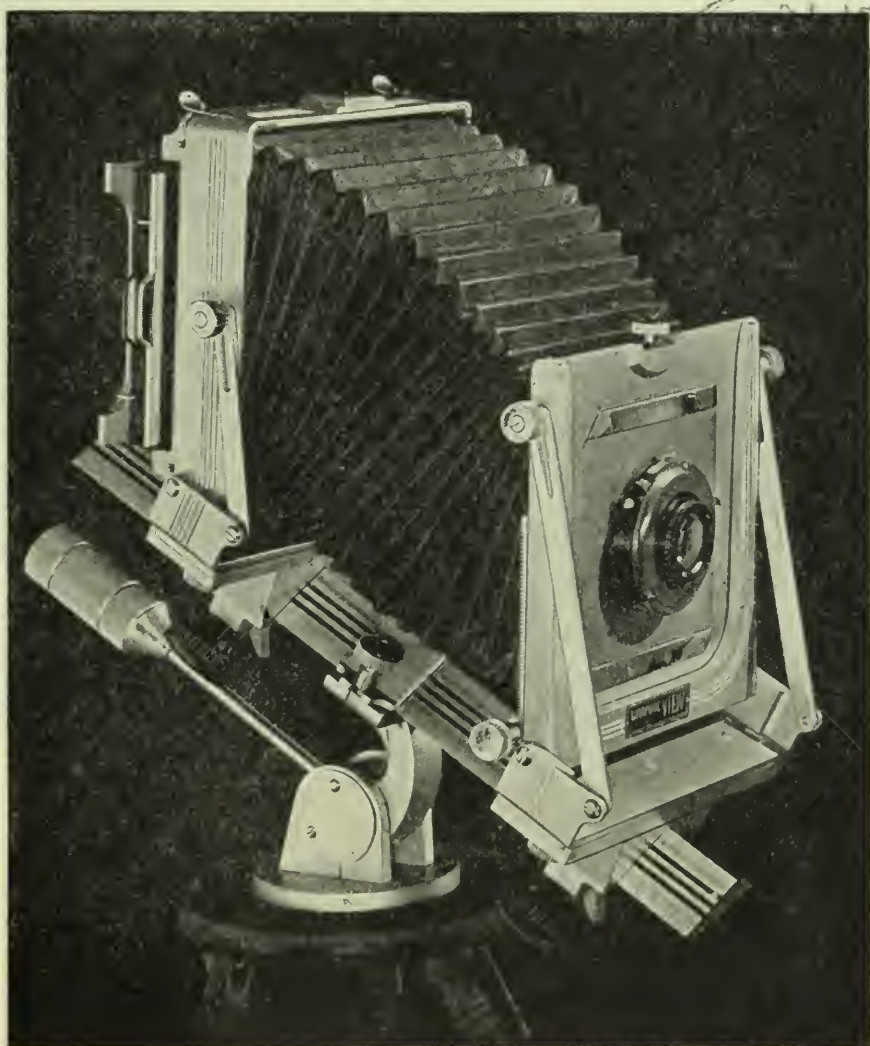
# THE FOCUS

*Published Monthly in the Interests of  
Professional Photography*

Vol. XVII

FEBRUARY, 1941

No. 2



NEW GRAPHIC VIEW CAMERA  
(See Page 7)

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*Flagship Captain, R. H. GARDNER, JR., Stewardess, MARDELLE HINNERS.*

**DEFENDER VELOUR BLACK**, in commercial work, is the outstanding coast-to-coast favorite for prints that bring out the best qualities of every negative. A long, smooth tonal gradation means unlimited visibility of detail from deepest shadow to brilliant highlight. Twenty-seven surfaces, 8 of

them in four degrees of contrast. Ask your dealer or write for surface chart.

# *Defender*

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, NEW YORK



# THE FOCUS

Prepared and Published  
Monthly



In the Interest of Professional  
Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVII

FEBRUARY, 1941

No. 2

## INTRODUCING—



L. EARLE DEANE . . .

Mr. Deane was born in Muscatine, Iowa. You may have heard of Muscatine before, since it is famous for a certain grade of melon.

His parents were honest-to-goodness Yankees from Maine and New Hampshire. His father was a mechanic and dealer in buggies and machinery.

The boy was raised in the environment of a typical Iowa town. Among his boyhood recollections, Mr. Deane recalls the annual drowning of the ground squirrels, and a kindly neighbor, John Y. Hoover, uncle of Herbert Hoover.

No early ambitions were developed until the family moved to Colorado. Then young Deane decided to be a cowboy. He rode the range and such horses as he could. His best view of Denver was obtained one day between the time he left the bronc's back and when he landed on his head in a snow-covered potato patch.

At the time of the San Francisco fire he was in Los Angeles, where he used a 4 x 5 camera at every excuse and opportunity. During his high school vacation he operated the Grove Studio in Long Beach. Then followed home portrait work in Chicago, while attending college. Here he was commissioned by the French Colonial Administration to produce a series of pictures on causes and results of sleeping

sickness, as experienced in French Cameroon. In this commission, the only one of its kind given to an American, he made a lot of still and motion pictures used by Pasteur Institute, Paris.

If not a photographer, he would like to be a book salesman (but not a bookie). He is a member of the Grange and examiner in Boy Scout work. His son and daughter are a distinct joy to him, and on an idle day he likes to roam the hills with a camera. He has a large collection of African relics and curios, and many recollections of African experiences. Once, during a severe storm and a shipwreck, a native almost drowned him trying to rescue him by pulling his foot and keeping his head under water.

Mr. Deane has been a pioneer in fluorescent lighting and was one of the first to design, use and manufacture for resale a unit of this kind. He is a member of the P.A.A. His studio is located in Tillamook, Oregon, and photographers are invited to call on him when in that vicinity.



Let each succeeding month and season, with its new problems and opportunities for service, bring to each of us a new sense of responsibility for our share of the world's work, and a fuller realization that inasmuch as we perform our work with dispatch and precision, we are, in that measure, contributing to the world's efficiency and humanity's happiness.



**W**E hear much talk of “educating customers up” in price. That is, of course, good business. But did you ever stop to think that customers can be educated down just as easily? That’s what is done every time an unmounted photograph is sold.

Why, when studios sell unmounted prints, do they put the word “unmounted” in the smallest possible type on their coupons or advertisements, or try to camouflage it by saying “suitable for framing.” Because they know the customer expects a finished photograph—a mounted print.

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS                      TOLEDO, OHIO

*Canadian Agents:* W. E. Booth Company, Limited, Toronto, and Montreal



# Color Printing Simplified

## By the Curtis Method

**G**OOD color prints, duplicated in any desired number for a few cents each with the certainty of black and white, are now being made by hundreds of color fans by the simplified CURTIS METHOD. Any worker who has had sufficient experience to enable him to develop negatives and to make good bromide enlargements can make equally good color prints. Here's how it is done:

**BALANCED SEPARATION NEGATIVES** are the first essential. The now famous Model K Color Printer reduces the job of making good contact negatives from Kodachrome or Dufaycolor to a nearly automatic procedure. Equal exposures, standardized development, light source matched in color temperature to the balanced filters through simple voltage control, take away the uncertainty and drudgery.

**SIMPLIFIED COLOR PRINTING.** Having well-balanced separation negatives from your favorite Kodachromes or Dufays, the Simplified Orthotone Process enables you to make color prints of any desired size, regardless of original negative size, with certainty and ease. The most difficult feature of color printing—determining exposures—has been reduced to a definite ratio between the test exposure on a popular enlarging paper and that required for the color printing film.

**COLOR PRINTS AT LOW COST.** Orthotone prints are made at the lowest materials cost of any process. Materials for a postcard size color print from 35mm. Kodachrome, for example, are 41 cents for negative and print film stock, chemicals, developers and paper,

while color prints in any desired number may be made from the above at less than 5 cents each.

**Curtis Color Printer, 4 x 5, Model K**  
Makes 3 perfectly balanced negatives with equal exposures. Eliminates guess work. Lowers cost of printing. Makes wire-sharp contact negatives from 35mm. or cut film which can be enlarged. In complete kit form with detailed instructions for easy home assembly .....\$16.50  
Factory assembled .....\$50.00

### **Curtis Hardening Bleach**

A dependable hardening bleach, proved by daily use in Curtis Printing Laboratories and made from the highest grade reagents .....\$1.20

### **Curtis Paper Mordant**

Made to the Eastman formula from reagent grade chemicals, proven in Curtis Laboratories to be free from abrasive alumina and other deleterious elements .....\$2.10

### **Curtis Orthotone Developer**

A highly concentrated solution for dilution 1 to 31 with water.....\$1.80

### **Curtis Orthotone Tri-Color**

#### **Printing Dyes**

Famous for their brilliance, purity of color, speed of staining and transfer and their remarkable keeping qualities. Standard unit of three bottles of dye concentrate, buffer, acetic acid, ammonia and formaldehyde.....\$4.50

### **"Color Printing Simplified"**

The Valuable Handbook of Color Printing. 20,000 words—illustrated in color—complete instructions for the practice of the Orthotone Process. Hundreds of helpful hints tell the whole story .....\$0.25

*Detailed catalog sent on request.*

*HIRSCH & KAYE, Distributors*

# A COMPLETE SET OF LENSES . . . ALL IN ONE

**S**PEED, flatness of field and fine anastigmat correction make the

Wollensak Velostigmat\* an excellent all-purpose lens. Unusually good results with action shots, groups, home portraits, copying and enlarging. Produces brilliant, detailed negatives sharp to the edge. Various focal lengths.



SERIES II  
**f4.5**  
VELOSTIGMAT\*

*Photographer's  
Favorite*

\*Reg. U. S. Pat. Off.



**★ FOR ACTION SHOTS**

Speed of *f*4.5 yields sharp, clear action shots, even indoors and on dull days.

**★ FOR GROUP PHOTOS**

Anastigmatic correction and flat field assure group shots of detail and brilliance.



**★ FOR HOME PORTRAITS**

True perspective, moderate focal length and speed produce excellent portraits in small rooms.

**★ FOR COPYING**

Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.\*



**★ FOR ENLARGING**

Speed and fidelity to detail give you surprisingly short exposures in making enlargements.

**★ Write for  
LITERATURE!**

**WOLLENSAK OPTICAL COMPANY**

ROCHESTER, N. Y.

**WOLLENSAK**



## New — Graphic View Camera

FOR the first time, as far back as anyone can remember, there is something new in view cameras. The Folmer Graflex Corporation has just announced the *Graphic View Camera* which, for the first time, brings modern design, engineering and production methods into a field that has been long neglected. This new 4 x 5 camera is made entirely of metal and offers a unique combination of versatility, rigidity, lightness, and simplicity. It may safely be said that it is the *first* truly functional camera of its type, and it is the obvious answer to the fervent, oft-repeated prayers of color-workers for a camera that is truly suitable for direct separation work.

Almost limitless combinations of adjustments are provided in this highly flexible camera, giving exceptionally wide latitude in the control of linear perspective, sharp field, and in the form of the objects being photographed. The front of this camera rises 3 inches, tilts either forward or backward, swings and shifts either to the right or left. Its back also swings, tilts and shifts. These two in combination give the photographer all the adjustments he needs to solve practically any problem of linear perspective, sharp field or form.

Its removable lensboard permits the use of a wide variety of lenses. The camera also accepts lensboards of the 4 x 5 and 5 x 7 Speed Graphic cameras, enabling Speed Graphic lenses to be used interchangeably on either camera without disturbing their flash synchronizer adjustments. A 12½-inch bellows extension is provided. Ground-glass focusing is available with either "Graphic" or "Graflex" back.

A real departure in view camera design has been employed in this new camera. An inverted V-section bed of aluminum alloy forms the support upon which both lens and film may be focused to give complete control of focus and scale when working at extremely close distances. Smoothly-operating rack and pinions, which may be locked in any position, are actuated by large, convenient controls. This type of construction makes it possible to shift the entire camera forward or backward to preserve camera balance with heavy lenses or to prevent cut-off when working with wide-angle lenses. It is also one big reason for the camera's unusual rigidity, stability and lightness.

Built integrally with the camera is a combined camera base and revolving-tilting tripod head of which all movements are controlled by a long, accessible handle. This feature greatly facilitates positioning the camera.

A built-in spirit level is provided on top of the camera. The reversible back may be removed and re-positioned for either vertically or horizontally proportioned pictures.

The camera is unusually smart and beautiful in appearance. The aluminum alloys used in its construction have been specially treated to make them scratch- and tarnish-resistant.

Built to close tolerances and with component parts of great intrinsic strength, the new 4 x 5 Graphic View Camera is definitely a precision instrument. It supplies the photographer with the answer to his search for the ultimate in 4 x 5 view camera flexibility and craftsmanship.

(Concluded on Page 9)



## Kodachrome Demonstration

**A**N audience of approximately 500 photo engravers, lithographers, and commercial photographers listened with interest to a lecture, discussion and demonstration on the use of Kodachrome Film and its reproduction. These people came to San Francisco from various parts of Northern California, February 18 and 19, to attend. The meetings were arranged by the Graphic Arts products distributors for the region. Mr. Victor Hurst, head of the Graphic Arts division of the Eastman Kodak Company, and Mr. Gardner, his assistant, were the speakers.

Many pertinent matters were covered, such as the difference required in a Kodachrome for viewing and one made for reproduction. A glimpse into the future revealed that we may soon expect an Eastman-made lens for this process, with true F values, an optical system producing a straight line reversal without need of a prism, a fluorescent paint to replace water colors for retouching, and a contact screen using a die image and giving the quality of a 200-line screen with a 130-line screen.

It may be helpful for interested readers to know that several resident demonstrators are available for consultation. Mr. Bockman, Mr. Davis and Mr. O. J. Smith are always glad to help. Hirsch & Kaye, as Graphic Arts distributors, will likewise help you.



**Mr. and Mrs. Fred McElwain** of the Paffrath Studio were recent visitors.

\* \* \*

**Mr. and Mrs. O. G. Cook** of Hollister gave us a day of their time during a recent visit.

**Clay Cook**, brother of O. G. Cook, was a visitor at the same time.

\* \* \*

**H. A. Staples** of Chico made a hurried trip to San Francisco.

## Foto-Pure Water Filter

**R**EMOVES all water impurities and protects negatives and prints from rust and dirt spots.

Foto-Pure Water Filter fits all faucets. Handsome and compact; lightweight construction supported by correct designing and foolproof materials. Metal parts are triple chrome-plated to guard against corrosion. Bakelite body is impervious to liquids. Cleaned in a jiffy; even the Cellulo discs may be cleaned and re-used indefinitely.

The Foto-Pure Water Filter operates correctly regardless of power of water pressure. Maximum flow rate is about two gallons per minute of crystal-clear, smooth-flowing, Foto-Pure water. With ordinary care, it will last a lifetime.

\$3.50 Complete  
(Cellulo Refills, 75c doz.)

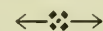


## Probus Paint Acid—Alkali—Waterproof

Absolutely dependable for making wood, fibre or tin trays, shelves and sinks, acid, alkali, rust and waterproof.

1/2 pint can .....	\$0.45
1 pint can .....	0.80
1 quart can .....	1.25
1/2 gallon can .....	2.05
1 gallon can .....	3.75
5 gallon can .....	16.75

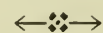
Keep a can on hand.



All the silver that has ever been mined in the whole world since the discovery of America would only make a solid cube 115 feet square.



Cranks are the very dickens to have for customers, but they sure do find out if you *mean* it when you talk service.



**P. S. Daniels**, whose activity as an amateur radio broadcaster is well known, was in San Francisco for a brief visit.

## GRAPHIC VIEW CAMERA

(Continued from Page 7)

### GRAPHIC VIEW CAMERA

4 x 5 GRAPHIC VIEW CAMERA, without lens, including any one of the four backs, one holder, and fibre carrying case that accommodates its tilting base, 12 holders, focusing cloth, extra lenses, and accessories.....							\$ 89.00
With 127 mm	5"	Kodak	Ektar	f/4.7	in Supermatic Shutter		132.50
With 203 mm	8"	Kodak	Anastigmat	f/7.7	in Supermatic Shutter		127.50
With 16 cm	6 $\frac{3}{8}$ "	B&L	Tessar	f/4.5	in Betax Shutter .....		154.00
With 19 cm	7 $\frac{1}{2}$ "	B&L	Tessar	f/4.5	in Betax Shutter .....		164.00
With 21.5 cm	8 $\frac{1}{2}$ "	B&L	Tessar	f/4.5	in Betax Shutter .....		179.00
With 13 cm	5 $\frac{1}{8}$ "	B&L	Protar VIIa	f/6.3	in Supermatic Shutter		188.00
(Single elements 9")							
With 14.6 cm	5 $\frac{3}{4}$ "	B&L	Protar VIIa	f/7	in Supermatic Shutter		202.50
(Single elements 11 $\frac{3}{8}$ ", 9")							
With 16.5 cm	6 $\frac{1}{2}$ "	B&L	Protar VIIa	f/6.3	in Supermatic Shutter		212.50
(Single elements 11 $\frac{3}{8}$ ")							
ACCESSORY WIDE-ANGLE LENSES:							
11.5 cm	4 $\frac{1}{2}$ "	B&L	Protar V	f/18	in Compur Shutter ....		60.50
(Extreme wide-angle)							
12 cm	4 $\frac{3}{4}$ "	Schneider	Angulon	f/6.8	in Compur Shutter ....		76.50
EXTRA METAL LENSBOARDS 4" square (not for Speed Graphics).....							3.00
For fitting new lenses purchased from GRAFLEX to Graphic View Camera metal lensboards .....							no charge
4 x 5—4 x 5 Graphic Back.....							13.00
4 x 5—3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Graphic Back.....							13.00
4 x 5—4 x 5 Graflex Back, without focusing panel.....							10.50
4 x 5—3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Graflex Back, without focusing panel.....							10.50
GRAFLEX FOCUSING PANEL, 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ .....							5.50
GRAFLEX FOCUSING PANEL, 4 x 5.....							6.00
ACCESSORY ACCORDION-TYPE LENS-SHADE.....							Delivery later 15.00



## GADGET BAG

New Model 2605-F

Made of smooth, top grain, soft, brown leather. Outside measurement, 11 $\frac{1}{2}$  x 9 $\frac{1}{2}$  x 9 $\frac{1}{2}$  inches. Strap-and-buckle-fastened pocket on outside (1" x 5 $\frac{3}{4}$ " x 8 $\frac{1}{2}$ ") accommodates battery case, reflector, etc., for synchronized flash-gun unit. Four snap-fastened pockets (2" x 2") in top for filters. Behind these a zipper equipped pocket (3" x 11") for cable release, table-top tripod or other small accessories. Two pockets (1 $\frac{1}{4}$ " x 2 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ " and 1 $\frac{1}{4}$ " x 2 $\frac{1}{2}$ " x 4") at ends with snap-fastened flaps for alternate lenses. Two large pockets (3" x 5" x 5 $\frac{3}{4}$ ") in center for camera, reserve film magazines, lens hoods, etc. One pocket (6" x 11 $\frac{1}{2}$ ") inside front for exposure meter. Obviously, the equipment listed for the various pockets is an arbitrary selection used merely as an example.

Price \$12.50

Dealers are invited to send for list of cases of all kinds.





# Photographers and Dealers Again to Convene in Chicago



AS A RESULT of the enormously successful affair held in Chicago last year, which was attended by nearly 4,500 people, the annual conventions of the professional photographers and dealers will again be held together in 1941. Officially, the meeting is titled the 1941 Combined Photographic Industry Conventions and Trade Show, sponsored by the Photographers' Association of America and the National Photographic Dealers' Association, with which are cooperating the National Photographic Exhibitors' Convention Bureau and the Photographic Manufacturers' and Distributors' Bureau of New York, Inc. The dates will be August 18 to 22, inclusive, and the place, as last year, the Stevens Hotel.

While details are only now being formulated, the basic plan of the 54th P. A. of A. Convention was completed at the annual meeting of the board of directors of that organization held recently in Chicago. Even though changes have been made in the program to make it less cumbersome, it still embraces so many divergent interests that it can best be appreciated if described sectionally, as follows:

1. The Portrait Program: August 19 to 22, four morning periods and four afternoon periods, alternating with
2. The Commercial Program: August 19 to 22, four morning periods and four afternoon periods.
3. Seven Clinics or Open Forums: August 19 to 22, so planned that Commercial Clinics will be held while the Portrait Program is on, and *vice versa*, to avoid conflict so far as possible. Four are entirely new:
  - Reception Room Clinic
  - Direct Color Clinic
  - Commercial Business Forum
  - Portrait Negative Quality Clinic
  - Commercial Negative Quality Clinic
  - Portrait Retouching Clinic
  - 16mm Motion Picture Clinic
4. Council Sessions: Afternoon, August 18; Evening, August 20.
5. Special Affairs such as Banquet of Masters of Photography, etc.
6. Entertainment Program: August 18 to 21, Dancing and Cabaret Entertainment every evening; the big banquet Thursday night, as usual. Special affairs for the ladies daily.
7. Instead of a Photo Finishing Program, four articles on Photo Finishing subjects, which will appear in the Convention Report just as they would have been given from the platform.
8. Instead of a Business Promotion Program, four articles in the Convention Report, as above.

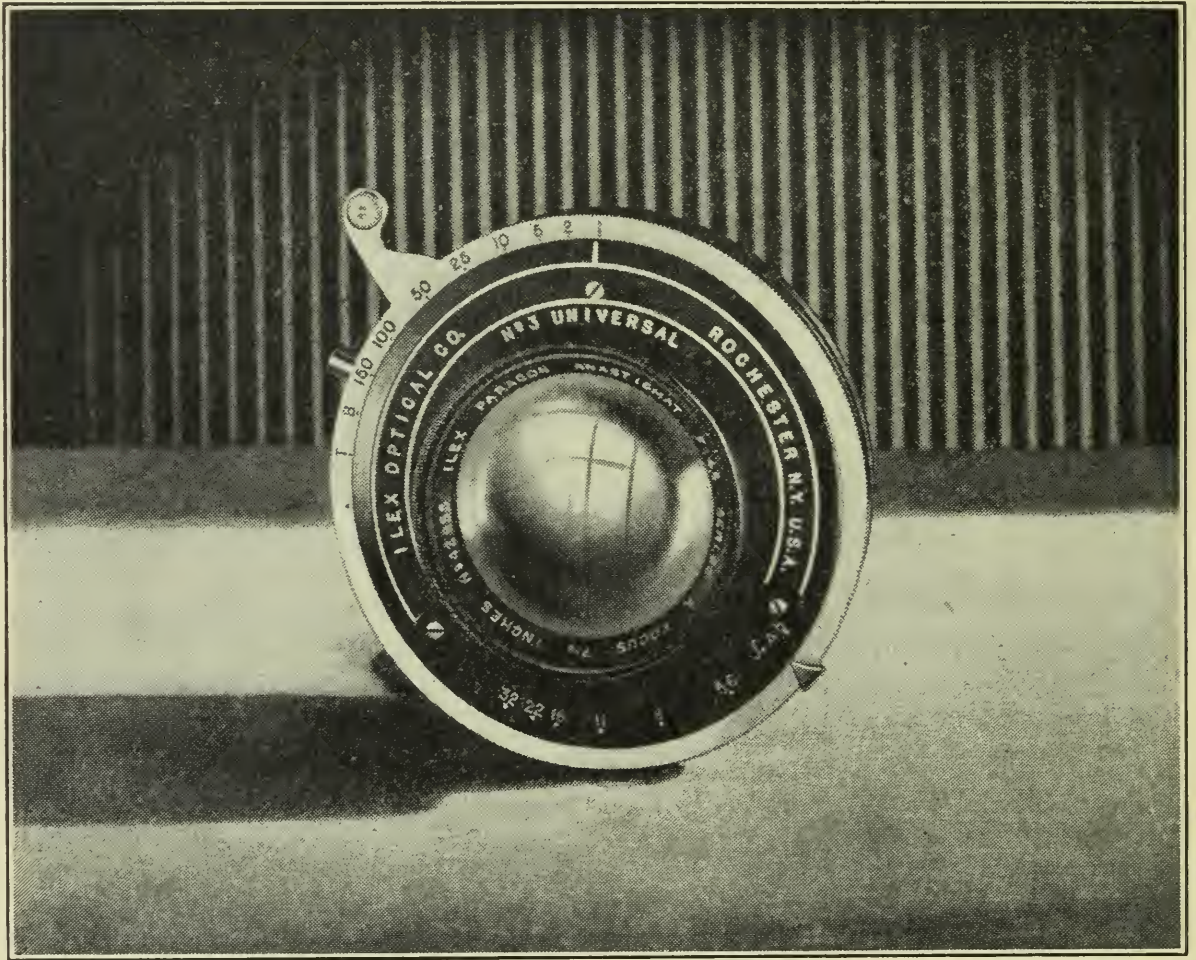


# SIX PRINCIPLES of SALESMANSHIP

*Selling goods is the greatest business in the world.* It takes all there is in a man. You need to know psychology, you need tact, intelligence, self-control, courage, persistence and inexhaustible good humor. It is not a job for a second rater. These pointers will help you succeed:

- 1 *Remember Names and Faces.* If you have not a natural gift for this, acquire it. Get a little book and set down every day the names of those you have met, with their characteristics. Practice this until you become expert. No man likes to be forgotten or to have you ask his name. And it's wise to remember the man's likes and dislikes.
- 2 *Know Your Goods.* Don't let there be any question that you cannot answer relative to the manufacture, history, distribution, or uses of what you have to sell. Put in your spare time making of yourself an encyclopedia of information about your goods. Don't expect interest from your prospect if you're not interested yourself.
- 3 *Make Things Plain.* Don't use any words your prospects don't understand. You can explain the most complicated matter to a wash-woman if you know your subject. Don't air your technical knowledge and try to impress your listener. He wants to be sold something he understands.
- 4 *Don't Argue.* Go with your prospect in your talk, not against him. Lead, don't oppose. Don't show where he is wrong. Dodge a square issue, and show wherein you are right. Suggest. Don't antagonize. Argument, as a rule, results in irritation, not conviction. Cultivate a pleasing voice. Learn to converse entertainingly.
- 5 *Tell the Truth.* Don't lie, or exaggerate, or mislead, or conceal. Let your prospect feel that you are sincere, and mean every word you say, and that every statement you make is of par value. If you represent goods that need lying about, directly or indirectly, quit.
- 6 *Be Dependable.* Even in the small things, create the impression that whatever you promise is as much to be depended upon as your signed note. If your customer orders goods of a certain grade, let them be found to be exactly of that grade when he receives them.

# New Ilex Universal Shutters



## AMERICAN MADE

Automatic—Exceptionally Accurate and Efficient

Performance tests by recognized authorities show the new Ilex Universal Shutters to be extremely accurate and efficient. Their rugged construction, simplicity of operation and dependability will appeal to photographers seeking the finest instruments for superb photography. Notably efficient for color work because of their accuracy of speeds. Universal Shutters are available in these sizes: No. 3—Speeds 1 second to 1/150; No. 4—1 second to 1/100; No. 5—1 second to 1/50. Ilex is the originator of the gear wheel retarder principle in photographic shutters. Ilex Shutters have been standard equipment on famous-make cameras for thirty years.

Modernize your equipment with Ilex Shutters and Lenses. Available in a wide range of sizes and types. For further details write to the Ilex Optical Co., Rochester, N. Y.





## Life Begins at — ?

**I**F YOU are 40 or more, and the lower rungs of your Ladder of Success have been worn pretty thin; if you've heard the cry of youth, "make way," and you're being jostled by an army of young successes who secretly get into your hair, well, then, read on, my friend, this story is for you.

Briefly, it concerns the mother of our good friend, photographer "Kay Dee" Reynolds, of Willits, California.

Widowed early in life, Mrs. Adeline de Walt Reynolds had four children to raise and educate, and she found it an important full-time job. Many of the secret ambitions she had nurtured as a young lady were hidden in the secret places of her heart through the years of motherhood. But once the task, a labor of love, was finished, and marriage had dispersed her matured family to many parts, she was free to pick up the threads of early plans, and so, at the age when most mothers would be content to sit and knit, or just sit, Mrs. Reynolds decided to continue her education where she had left off.

A few years later, at the age of 72, she graduated from the University of California with high honors, and the event was recorded in the columns of many newspapers throughout the land. It didn't seem unusual to her, and she wanted no fanfare or trumpets. During the Exposition on Treasure Island, last year, she competed on the fencing team of the University of California. This at the age of 79 years. And today, at 80, she is under a long-term contract with Metro-Goldwyn-Mayer at \$500 per week.

In her first picture she is co-starred with Hedy Lamarr and James Stewart in a screen play entitled "Come Live With Me." In it she will appear as the grandmother of Mr. Stewart. We have placed this picture on our "must see" list, and expect some fine entertainment with such stars as Lamarr and Stewart in the cast. But, for our part, the picture will have to have some pretty fine drama if it is to outshine in brilliancy the true life story of a lady who said, "Life begins at 80," and who goes about the job of proving it.

—H. L. B.

## A Defense Problem

**W**ITH modern military airplanes now reaching speeds as high as 400 miles per hour, and speeds of 500 miles in sight, new problems of aerial photography have been introduced, declared Revere G. Sanders, of the Fairchild Aviation Company, speaking in Washington before the American Society of Photogrammetry.

Photography is now so important that the equipment is no longer confined to special camera ships. Even bombers and pursuit planes carry cameras. To secure the necessary information it is sometimes necessary to take pictures from altitudes as low as 500 feet, the meeting was told.

However, taking a sharp picture of stationary objects from a high-speed plane requires shutter speed as high as if a stationary camera were photographing the plane. Ordinary aerial cameras, equipped with shutters mounted in the lens, now have maximum speeds of 1-150 of a second. This is fast enough for pictures from considerable altitude, or from lower heights with slower planes, but not for a speed of 400 miles per hour at 500 feet.



# Dry Mounting Iron

## Professional Model



In addition to the popular small size mounting iron, we offer the professional model which measures better than 8x10 inches and weighs 15 pounds. Made by a well known firm whose electrical appliances are used in every home, the Professional Mounting Iron will be welcomed by every photographer.

Furnished complete with cord and ready for instant use.

### PRICE

\$17.75 for A. C.

\$18.75 for D. C.

## Latest Federal Trade Commission Release On Photography

Following is Stipulation 3002, released by the Federal Trade Commission on December 14: "Louis Pierce Hartley, 302 North Main Street, Janesville, Wisc., engaged in business under the trade name 'Natural Color Photo Service' and selling photo supplies and colored or tinted snapshots made from films sent in by customers, stipulated that, in connection with

the advertisement or sale of snapshots, he will cease using the words 'Natural Color' as part of his trade name and will discontinue using the words 'Natural Color' or 'Natural Color Prints', or words of similar import, the effect of which tends to convey the impression that the snapshots are the result of natural color photography. The stipulation points out that the respondent's snapshots are hand-tinted or hand-colored and are not the result of natural color photography."

(Professional Photographer)

# Sodium Sulfite Anhydrous Photo

## CHARACTERISTICS

Sodium Sulfite Anhydrous Photo functions in developing and fixing formulas as a preservative, preventing oxidation of the other chemicals in the formula, and maintaining the solution colorless during use.

It is quickly soluble in water and makes sparkling, clear solutions because of its purity. It has low and definitely controlled excess alkalinity, making it ideally suited for fine-grain development.

## DESCRIPTION

It is composed of pure, white, sparkling granules or crystals. It looks like powder, due to the fineness of the crystals, but has no tendency to cake or lump.

Sodium Sulfite is sold under such designations as anhydrous, desiccated and dried. While these different names originally indicated different manufacturing processes, they are no longer of significance in connection with the photographic use of Sodium Sulfite. The materials can be used interchange-

ably in any formula. No conversion table is necessary, as in the case of Sodium Carbonate.

In European formulas, Crystal Sodium Sulfite is often specified. If the anhydrous material is used in place of the crystal, only half as much anhydrous is required.

## PACKING

Sodium Sulfite Anhydrous Photo is supplied in 1-pound canisters, 5-pound cans, 25- and 100-pound fibre drums, and in 350-pound barrels.

## STORAGE

Store in a cool, dry place to prevent oxidation of the sulfite into sulfate. It is so manufactured that it stands up well in storage. It keeps well in solution and retains its full strength for a remarkably long time.

Factory stocks are maintained in St. Louis.

Minimum standard is 98½ per cent  $\text{Na}_2\text{SO}_3$  and it is manufactured with particular regard to quick solubility and clarity in solution.

## Kodak Adjustable Safelight Lamp

A new safelight lamp, which may be placed on a bench or shelf in the darkroom or attached to the ceiling or wall, is now offered.

This new Kodak Adjustable Safelight Lamp is equipped with a separate wall bracket. Its screws hold the bracket in the selected position and the circular metal base of the lamp can then be slipped into the bracket and removed at will.

The lamp can be swung through nearly a complete circle and will remain at a chosen position.

This new lamp is of the light-tight parabolic type, finished in gray, and has a 5½-inch diameter safelight with bayonet lock. A Series 2 Safelight is included, unless another series is specified.

**\$4.50**



**Earl Cilley** of Marysville called on us during a hurried trip to the city in connection with equipment.

\* \* \*

We were pleased to receive a visit from **Mr. and Mrs. N. E. Bazzell** of Reno. Mr. Bazzell, owner of the Arcade Studio, combined a bit of business with a pleasure trip to the South.



# Sussman Mounts

## Sterling Easels

*Sample on receipt of List price*

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.



Print Size	Outside Size	Price per 100
3 x 5	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>7</sup> / <sub>8</sub>	\$ 6.00
4 x 6	5 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>	7.75
5 x 7	6 <sup>3</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>2</sub>	9.00
7 x 5 Group	8 <sup>7</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	10.75
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>	14.50
8 x 10	10 x 13 <sup>1</sup> / <sub>2</sub>	16.50
10 x 8 Group	12 <sup>1</sup> / <sub>2</sub> x 11	17.00

## Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock  
Insert—Deckled Edges—Slip-in Style—Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	Outside Size	List Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.00
4 x 5	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>4</sub>	8.75
5 x 7	7 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	10.50
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.00
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	13.50
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	15.50
10 x 8 Group	13 x 11 <sup>3</sup> / <sub>8</sub>	15.50



Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

*“Sussman Mounts Are Paramount”*

# Dates Announced for 1941 Courses At Winona School

SINCE its foundation, some 16 years ago, the Winona School of Photography has returned to the photographic profession close to 2,000 students who have had the benefit of one or two months of intensive training in the best and most modern methods of portrait and commercial photography. We use the word "returned" advisedly, because this is not a school for beginners but is limited to those who have had at least one year of professional experience. Given that as a basis, the faculty can practically guarantee that in the short space of four weeks in either course any individual of normal intelligence will become a capable craftsman. Although the school is not endowed, it is enabled to provide an unexcelled faculty working in a building and plant which, while certainly not the most elaborate, is at least the equal of any school in this country, and, from the standpoint of equipment and facilities, second to none. Largely this is made possible through the cooperation of various manufacturers, who loan equipment in addition to that owned by the school, and the courtesy of the Eastman Kodak Company and other firms in providing all of the materials used.

The Portrait Course for 1941 will commence July 7 and close August 1, to be followed (instead of preceded as in past years) by the Commercial Course, from August 4 to 29, all dates being inclusive. The tuition fee for each course is \$75.00. For the Portrait Course, 85 students will be accepted; for the Commercial Course, 65. Both courses almost invariably find themselves with waiting lists as the opening dates approach, so that early reservation is important. William Gerdes, M. Photog., Jackson Heights, N. Y., is director of the school and instructor-in-chief of the Portrait Course, assisted by a capable faculty as well as guest instructors; Edward J. Cook, M. Photog., of the Kaufmann & Fabry Studios, Chicago, Ill., is instructor-in-chief of the Commercial Course, also assisted by members of the faculty and guest instructors. The whole story of this school can only be adequately told in the 24-page prospectus, a copy of which may be had by those interested on request to the Executive Manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio.

## Buttress Display Board

**B**UTTRESS BOARD is a form of single face corrugated board with extremely wide corrugations. The ribs are  $1\frac{5}{8}$  inches wide and the board has sufficient strength to be rolled in the form of a column. It can also be used with the ribs placed in a horizontal position to serve as a background of the Venetian-blind type.

Photographers find it most useful in their camera room as well as for display purpose in their show windows.

The material has the appearance of fine lacquered wood and is quite smooth to the touch. It can be painted or colored just like wood. It is furnished in white color, size 3 x 8 feet, at price of \$2.75 a sheet. Many photographers have already placed their order. Have you?



## Kodak Data Book—Slides and Transparencies

**T**HIS new Data Book contains complete information on the many phases of Kodachrome and black-and-white slide making. It is understandably written to be of maximum utility to both experienced and inexperienced photographers. Data on making slides of less commonly photographed subjects such as charts, maps, pictures, and small objects are included. Information on reducing 3¼x4-inch slides to 2x2-inch slides is incorporated.

The new Data Book will be of particular interest to educators, scientific and commercial workers, and amateurs, since it suits their needs for data on this rapidly growing branch of photography.

Among the many topics are Kodak Films and Plates for Slide Making, Making Kodasides, Printing Films and Plates for Slides, Developing Slide Films and Plates, Toning and Tinting Slides, Finishing Slides, Masking and Binding Slides, Storing Lantern Slides, Projecting Lantern Slides, and Making Display Transparencies.

The formula section incorporates all the necessary formulas for slide making, and specification sheets are included for the negative and positive films and plates dealt with.

Price, 25 cents.



## Commercial Studio For Sale

Small established business in San Francisco, suitable for one man; good possibilities for live wire; low rent and downtown location; will sell for value of fittings and some equipment. Low price for cash.

Box 2562

THE FOCUS



## Eastman Color Compensating Filter

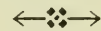
The Eastman Color Compensating Filter CC15, one of the set of seven

now furnished for use with the Eastman Color Temperature Meter, will henceforth be supplied separately as a correcting filter for use with Kodachrome Professional Film, Daylight Type, and Kodachrome 35mm. and Bantam Film, Daylight Type, when exposed to the light of the Kodatron Speed Lamp.

The following sizes will be furnished:

	<i>Price</i>
2-inch (50.5mm.) square gelatin film .....	\$ .60
3-inch (76mm.) square gelatin film .....	1.35
2-inch (50.5mm.) square in B glass, unmounted .....	2.30
3-inch (76mm.) square in B glass, unmounted .....	4.20
Series VIII* in B glass, unmounted .....	3.15

\*Ready about February 15.



## Kodak Farmer's Reducer

Kodak Farmer's Reducer is a two-solution corrective reducer designed especially for the correction of over-exposed and over-developed negatives. It may also be used for limited print reduction.

This new chemical is furnished in a tube, one end containing reducing powder sufficient to make 16 oz. of solution, and the other end containing activator sufficient to make 16 oz. of solution. These stock solutions keep for long periods, but, when mixed, require immediate use.

Reduction is conducted in normal room lighting, and the negative may be removed from the solution at any time for viewing. Reaction is stopped by placing the negative in running water. The solution may also be used with a spotting brush for local reduction.

KODAK FARMER'S REDUCER—Carton of 5 tubes, each sufficient to make one quart of solution.....\$ .75

## The Lines in Lincoln's Face

FEBRUARY 12, one hundred and thirty-two years ago, in a Kentucky cabin, was born a man-child; his parents called him Abraham. By lowly ways, and known to few, he came to his appointed task and met his ambushed hour. Now, with one other, his is the best-known American face in history. People feel in Lincoln's portrait, not an artist's interpretation, but the real man in his habit as he lived. It is a strong and homely face, stern, sad, humorous, wistful—a face transparent to the mood—the face of one who met with manliness the great surprise of his destiny. It is a face full of lines—hereditary lines that were more deeply furrowed still by strength of inner qualities; new and later lines etched by the graving tool of sharp experience. The lines in Lincoln's face!

Unmistakable, even in his earlier portraits, are the *lines of natural nobility*. Neither popular esteem nor exalted office put them there; they came from the native breed of the man. Son of the soil, he was nonetheless an aristocrat. That brow and eye and mouth and chin give you his real pedigree and his natural real coat of arms. Poor stock never yet produced a thoroughbred. And much of the stock we now rate as poor is the best on earth. Missing an education, missing fame, limiting his world to the little town of Salem, Lincoln, like Shakespeare, would still have been, in the esteem of his companions, a man apart.

But obscurity hardly could have been his lot, for in his face are also *lines of purpose*. Not ambition, not self-seeking, not the thirsty, covetous countenance of those who drain advantage out of others—these are not *Purpose*. Lincoln sought fulfillment by creative doing; something in him was that makes the oak tree grow—the

inner drive of life. Emotional views have made his career a chapter of failures—he failed as much and no more than the rest of us; certainly he never was without those minor triumphs that keep us all in heart. His personal struggles were mostly past before he thought of failure or success at all. Like those of most men, Lincoln's *failures* were but his *preparation*. Born in the backwoods; motherless at nine; acquiring his own scant education; a country lawyer; a crude, but honest and intelligent man; 38 years old before he saw the nearby city of Chicago—at the age of 52 he was President in our greatest national crisis, and at 56 he was dead. Fifty-two years of preparation for four short years of service. He had *Purpose*—not to attain a specific thing, *but to be ready* for what might come.

*Lines of discipline* are in that face. He was under self-control and desired that *thought* should be his guide. If reason led him to the weaker public party and defeat, so be it. Lincoln had but one question: *Is it right?* Answering that, his mind was freed from the twisting complexity that is our modern plague. He disciplined his words and became our most quotable American, and (quite unconsciously) one of our ablest men of letters. Discipline! No one speaks with authority to others who has not first spoken with authority to himself.

And etched in that familiar countenance are *lines of suffering*. These come more or less to all who take the burdens of the people on their heart. We remember Woodrow Wilson crying out as the women by thousands stretched forth their hands to him for help! They thought he could be God and Savior. Their misplaced faith against his human limitations wrenched his very soul. It is good that people inwardly should anguish thinking of their nation's plight: vicarious suffering changes things.

(Continued on Page 23)



# Census of Manufactures: 1939

## Photographic Apparatus and Materials and Projection Equipment (Except Lenses)

**M**ANUFACTURERS of photographic apparatus and materials and projection equipment (except lenses) reported an increase in production, and slight decreases in employment and wages for 1939 as compared with 1937, according to preliminary figures compiled from returns of the Census of Manufactures for 1939 and released today by Director William Lane Austin, Bureau of the Census, Department of Commerce.

This industry, as constituted for census purposes, embraces establishments primarily engaged in the manufacture of photographic and motion-picture cameras and projection apparatus, and associated materials and supplies such as films, sensitized paper and plates, reels, tanks, tripods, etc.

The wage-earners primarily engaged in manufacturing in this industry in 1939 were 17,271, a decrease of 6.4 per cent compared with 18,450 reported for 1937, and their wages, \$25,286,669, were less than the 1937 figure, \$28,875,712, by 12.4 per cent. These decreases may be partially accounted for by the fact that the 1939 Census of Manufactures questionnaire, for the first time, called for personnel employed in distribution, construction, etc., separately from the manufacturing employees of the plants. It is not known how many of the wage-earners reported for 1937 were engaged in distribution and construction and how many were engaged in manufacturing. Employees of the plants reported as engaged in distribution and construction activities in 1939 are not included in this preliminary report but will be included in the final report.

The value of products of the industry for 1939 amounted to \$133,899,429, an increase of 15.5 per cent over \$115,887,589 reported for 1937.

Summary statistics for the industry for 1939 and 1937 are given in Table I. Detailed statistics on production are given in Table II. All figures for 1939 are preliminary and subject to revision.

**Table I.—Summary for the Industry: 1939 and 1937**

(Because they account for a negligible portion of the national output, plants with annual production valued at less than \$5,000 have been excluded since 1919)

	1939	1937	Percent of increase or decrease (—)
Number of establishments.....	160	109	46.8
Salaried personnel* .....	4,419	4,762	— 7.2
Salaries*† .....	\$ 11,098,065	\$ 10,828,947	2.5
Wage-earners (average for year) ‡....	17,271	18,450	— 6.4
Wages †‡ .....	\$ 25,286,669	\$ 28,875,712	—12.4
Cost of materials, supplies, fuel, purchased electric energy, and contract work † .....	\$ 42,556,269	\$ 36,652,879	16.2
Value of products †.....	\$133,899,429	\$115,887,589	15.5
Value added by manufacture §.....	\$ 91,343,160	\$ 79,234,710	15.3

\*No data for employees of central administrative offices are included.

†Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising.

‡The item for wage-earners is an average of the numbers reported for the several months of the year and includes both full-time and part-time workers. The quotient obtained by dividing the amount of wages by the average number of wage-earners should not, therefore, be accepted as representing the average wage received by full-time wage-earners.

§ Value of products less cost of materials, supplies, fuel, purchased electric energy, and contract work.

(Continued on next page)

Table II.—Products, by Kind, Number, and Value: 1939 and 1937

	1939	1937
1. "Photographic Apparatus and Materials and Projection Apparatus" industry, all products, total value.....	\$133,899,429	\$115,887,589
2. Photographic apparatus and materials and projection apparatus .....	125,474,163	110,747,460
3. Miscellaneous products, not specified.....	551,031	4,576,713
4. Other products (not classified in this industry) .....	*7,483,689	
5. Receipts for contract and repair work.....	390,546	563,416
6. Photographic apparatus and materials made as secondary products in other industries.....	1,038,825	1,765,613
Photographic apparatus and materials and projection apparatus, aggregate value (sum of 2 and 6).....	\$126,512,988	\$112,513,073
Cameras:		
Motion-picture .....	\$ 4,606,851	\$ 12,409,961
Other than motion-picture.....	\$ 12,739,411	
Projectors, total value.....	\$ 8,413,872	\$ 7,154,825
Motion-picture:		
Standard-gage (35mm.):		
Number .....	2,726	4,093
Value .....	\$ 1,287,478	\$ 1,995,208
Substandard-gage (less than 35mm.):		
Number .....	134,515	114,593
Value .....	\$ 6,302,734	\$ 4,869,156
Other:		
Number .....	36,780	104,065
Value .....	\$ 823,660	\$ 290,461
Films (motion-picture and other, exclusive of X-ray films)† .....	\$ 55,492,493	\$ 49,502,783
X-ray films .....	\$ 10,237,241	\$ 9,415,582
Sensitized photographic paper.....	\$ 15,821,151	\$ 12,285,739
Photo-copying paper and cloth:		
Blueprint .....	\$ 3,228,972	\$ 3,086,408
Blueprint cloth .....	\$ 86,882	‡
Brown or black and white.....	\$ 2,067,091	\$ 3,933,994
Sensitized plates and slides.....	\$ 868,296	\$ 876,756
Other photographic apparatus and materials	\$ 12,950,728	\$ 13,847,025

\* Chemicals, photographic lenses, wooden toys, steel toys, and motion-picture screens.

† Figures combined to avoid disclosing, exactly or approximately, data for individual establishments.

‡ Not called for on schedule.

## White Enameled Funnels

White enameled steel funnels are unbreakable, durable and easy to clean.

	Capacity	Diameter	Price
No. 2.....	3 oz.....	3 1/8 in.....	\$0.45
No. 3.....	18 oz.....	5 in.....	.60
No. 4.....	40 oz.....	6 1/4 in.....	.75

## White Enameled Graduates

These white enameled graduates are of the same quality as the funnel. The markings are on the inside, easy to read.

16 oz. ....	each \$1.10
32 oz. ....	each 1.40



# Master Photo Finishers Convention

SOME outstanding speakers have been engaged for the Master Photo Finishers Convention, which will be held in San Francisco March 13, 14 and 15. Each speaker has been selected with a view to his knowledge of his subject.

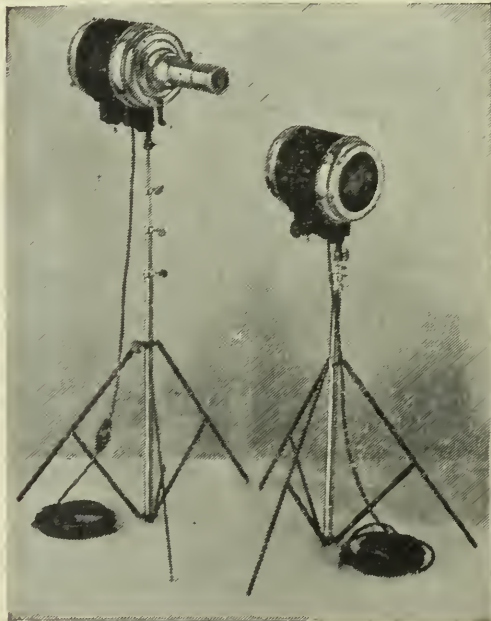
Mr. R. Reinhart, credit manager of a large credit house, will speak on "Credit Selling." Stanley Spencer, of the United Photo Service, Portland, will speak on "How to Profit from Photo Finishing as It Is, Not as We Would Have It." Edgar McHugh, of the Owl Drug Company, will speak on "Meeting Price With Quality." Mr. Hoffmeister, Pacific Coast manager of Agfa Ansco, will speak on "Film Sales, the Life Blood of Photography." Mr. Allendorf, assistant sales manager, Eastman Kodak Company, will select his own subject.

Other speakers will be Dr. G. A. Werner of the College of the Pacific,

who has selected for his subject, "A Glance Backward and a Look Ahead." R. J. Wilkinson, national executive manager of the Master Photo Finishers of America, has chosen the timely subject, "Are Photo Finishers Liable Under the Federal Wages and Hours Law?" George Allen Young, editor of *Camera Craft*, has a subject of his own selection, and Merle V. Lovett of Oakland will speak on "Photo Finishing, the Key to Retail Store Operation."

It is likely that other speakers and attractions will be provided by the time the entire plan for the convention has been completed. Each day the exhibit section of the convention will be closed from 2:00 to 4:30 so that all may attend the lectures. The photo finishers will have their banquet Thursday evening, and Joe Allendorf will be toastmaster. Saturday evening the big dinner-dance and entertainment will close the convention.

## No. 17 Spotlight



THE No. 17 Spotlight is the latest work in spotlight design and construction. It is most unique, the most attractive, the most useful scientifically and mechanically perfect unit for the up-to-date photo studio or artist in photography.

Either a photoflood or 500 watt bulb fits the adjustable porcelain base, which may be brought into perfect alignment, so as to get either a maximum degree of a clean, white and sharply outlined spot of light, or a diffused light so often desirable for obtaining soft effects.

The front removable attachment carries two lenses. These, together with the large condenser lens incorporated in the main body of the outfit and the adjustable diaphragm apertures, make it possible for the operator to throw a spot of light as small as an inch in diameter or to give a light area up to ten or twelve feet.

### PRICES

Spotlight only .....	\$22.50
Complete with No. 2 Tripod.....	27.50
Complete with No. 8 Studio Stand.....	35.00

## The Lines in Lincoln's Face

(Continued from Page 19)

Toward the end, as one studies Lincoln's face in life mask, death mask and portrait, *lines of mystery*—lines denoting mystic insight—emerge. We know next to nothing of their source. Lincoln tried to find the bitter *why* of that great trial the nation was enduring in his time, and very near the end he thought he had found it. Happy any mind that discovers a center on which sometimes to rest.

Anniversaries like Lincoln's birthday are kept because the highest use of

human memory is to make nobility immortal. Lincoln is better known today than by his own generation. He is not, and never can be, a legend. He remains as young as his country. To one who wrote that older men were slow to help young men, Lincoln replied: "I was young once, and I am sure I was never ungenerously thrust back. The way for a young man to rise is to improve himself every way he can, never suspecting that anyone wishes to hinder him." Written in a casual letter, these words make the perfect Lincoln Day motto for young America.

(W. J. CAMERON)

## Photographers Meet and Elect

The Sacramento & San Joaquin Valley Photographers Association held its regular monthly meeting at the Hotel Wolfe, Stockton, February 8.

The program included a demonstration of the Kodatron Speed Lamp. The demonstration was held at the Logan Studio.

Election of officers followed:

CLINTON GIBSON.....	Sierra Photo Service, Sacramento.....	President
VONE SPEECE.....	Vone Speece Studio, Sacramento.....	1st Vice-President
COVE MARTIN.....	Martin Studio, Stockton.....	2nd Vice-President
MRS. ROY FLOOD.....	Flood Studio, Oakdale.....	Secretary
CLARENCE BURKETT .....	Fredrick & Burkett Photo, Sacramento.....	Treasurer
FRANK MACDOUGALL .....	MacDougall Art Studio, Sacramento	}.....Directors
KENNETH KUROKO.....	Kuroko Studio, Sacramento	

Next meeting to be held March 15 at the St. Francis Hotel, San Francisco.

## March

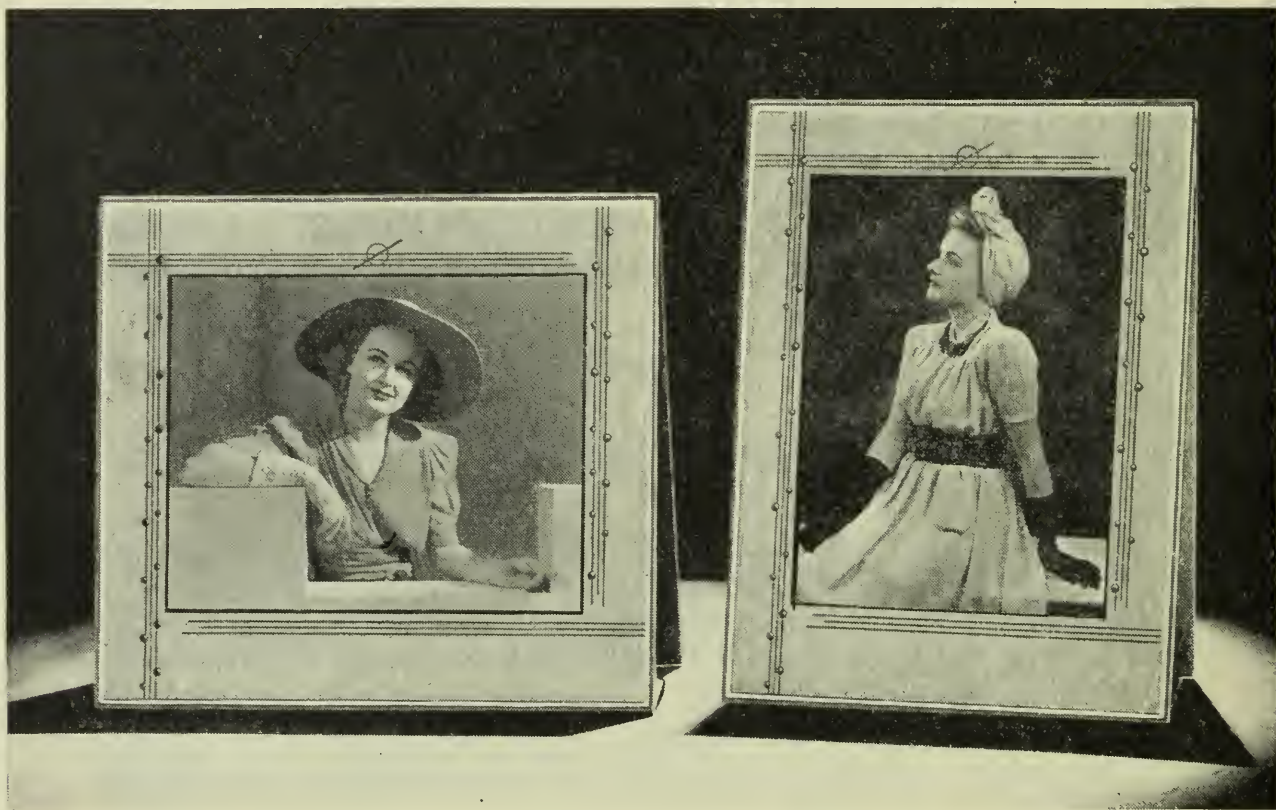
Birthstone—Aquamarine, Bloodstone  
Flower —Jonquil

3-8	National Display Week
13-14-15	Photo Finishers'-Dealers' Convention in San Francisco
12-18	Girl Scout Anniversary Week
14	Eli Whitney patented Cotton Gin, 1794
15	Federal Income Tax Due
16-22	National Wild Life Restoration Week
17	St. Patrick's Day
20	Spring begins
29-April 5	Baseball Week



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In all popular sizes, both upright and horizontal.

Be sure to feature this style—have your stockhouse salesman show you samples. For 10 cents we will send a sample of the 4x6 size.

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

By Himself

Bob Kolb of the Order Department has left his desk to join the standing Army.

He's a private today, but a year ago he was a general in the Shipping Room—General Delivery.

Here's to the ships of our Navy  
And the ladies of our land.  
May the first be ever well-rigged  
And the latter ever well-manned.

Can you imagine Billy Wolff in a sailor suit? A Wolff in ship's clothing.

Did I tell you my girl and I had a serious misunderstanding? We were talking about music, and she said she could whistle. I said I didn't think she could, so she puckers up her mouth and—

I let her whistle.

How was I to know?

I remembered I once heard her sing when she strained her voice. But she was singing through her veil.

She had been telling me about her uncle, what a swell musician he was. He could play the piano by ear. Why, that's nothing, I told her, my grandpappy fiddles with his whiskers.

Then I told her about the Scotchman whose son wanted to be a musician. The old man let the boy's hair grow long and told him the rest was up to him.

There was an ad in the papers that might interest him. It said: For Sale, a violin by a young man in good condition except for a loose peg in the head.

Mr. Rogers, in our Bargain Room, is quite a singer, and I thought maybe he could teach me something. I was practicing the scales, the way Rogers showed me, when Manuel asked me if I knew the Long, Long Trail.

Sure, I says—want to hear it? No, he says, go take a walk.

I couldn't get away at the time, so I asked him can Allegro Bach on a broken piano.

Sure, he said, Forte times.

A true music lover is a man who, upon hearing a soprano in the bathroom, puts his ear to the keyhole.

Maybe you know that King David played on a harp and called it a lyre?

—JERRY.



## A. K. DILDILIAN

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Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

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SAVE overhead and operating expense.  
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Large Daily Output. Low Cost. Low Upkeep.  
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*The best  
by test.*

## FOR SALE

Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

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THE FOCUS

## POSITION WANTED

As studio manager or assistant. Long experience in all branches of photography; have ideas to develop commercial work in your city; own equipment includes aerial and motion picture cameras. Want permanent position with possibility of future partnership or purchase. First class references. Can arrange one month's trial, anywhere in California.

Box 2458

THE FOCUS

# Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

**Bausch & Lomb 1C Tessar F4.5**  
lens,  $7\frac{7}{16}$ -inch focus.

**Bargain Price** .....\$35.00

**Ross Homocentric F6.3 lens,**  $6\frac{1}{2}$ -  
inch focus, in Acme shutter.

**Bargain Price** .....\$32.50

**$8\frac{1}{2}$ -inch F4.5 B & L 1C Tessar**  
Lens in Barrel.

**Bargain Price** .....\$59.00

**Rodenstock Euryнар  $6\frac{1}{2}$ -inch F5.4**  
lens in Autex shutter.

**Bargain Price** .....\$12.50

**B & L Zeiss Protar Convertible**  
F6.3 lens of 7-inch and  $11\frac{3}{16}$ -inch  
focus. Mounted in Betax Shutter.

**Bargain Price** .....\$49.50

**$6\frac{1}{4}$ -inch F3.5 Cooke Lens** in Sunk  
Mount.

**Bargain Price** .....\$47.50

**$4\frac{3}{8}$ -inch Radar Extreme Wide**  
Angle 110 Degree F16 Lens. Will  
cover 5x7.

**Bargain Price** .....\$27.50

**B & L Ser. IV Protar,** 5x8 in Vol-  
ute shutter.

**Bargain Price** .....\$28.50

**Schneider Xenar  $11\frac{3}{8}$ -inch F4.5**  
lens.

**Bargain Price** .....\$110.00

**Bausch & Lomb  $4\frac{3}{8}$ -inch 1C Tes-**  
sar, F4.5 in rim-set Compur shutter.

**Bargain Price** .....\$27.50

**$9\frac{1}{2}$ -inch F5 Goerz Celor** in Barrel.

**Bargain Price** .....\$39.00

**Sigmar Portrait lens,** 16-inch  
focus, F4.5 in Studio shutter.

**Bargain Price** .....\$85.00

**Cooke Portrait Ser. IIA portrait**  
lens,  $9\frac{1}{2}$ -inch, F3.5.

**Bargain Price** .....\$65.00

**$5\frac{1}{8}$ -inch F6.3 Kodak Anastigmat**  
in Barrel.

**Bargain Price** .....\$8.50

**Ilex Anastigmat  $7\frac{1}{2}$ -inch F7.5** in  
Universal shutter.

**Bargain Price** .....\$16.00

**Wollensak Verito,** soft focus lens,  
F4,  $8\frac{3}{4}$ -inch.

**Bargain Price** .....\$29.50

**Schneider Xenar,** 13.5 cm. focus,  
F4.5.

**Bargain Price** .....\$65.00

**Dallmeyer,** 14-inch F5.6 telephoto.

**Bargain Price** .....\$65.00

**7-inch F6.8 Goerz Dagor** in Betax  
Shutter.

**Bargain Price** .....\$54.50

**$6\frac{3}{8}$ -inch F4.5 Kodak Anastigmat**  
in Barrel. Like new.

**Bargain Price** .....\$27.50

**Zeiss Tessar,** 18 cm., F4.5 lens; like  
new.

**Bargain Price** .....\$52.50

**Telephoto** for Korelle Reflex 13.5  
cm. F4.5 Xenar.

**Bargain Price** .....\$65.00



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**Eastman 15-inch Metal Trimmer.** Looks like new.

**Bargain Price** .....\$17.50

**Halldorson Home Portrait Portable Twin Arc.** A good lamp for proofing or for commercial jobs.

**Bargain Price,**  
without stand .....\$12.50

**Carrying Case for Duplex Jr. Twin Arc Lamp;** also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced.

**Bargain Price** .....\$4.50

**Cooper Hewitt M Tube Outfit** for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**Glass Jugs,** transparent and clear.

**Bargain Price**.....15 cents ea.

**Johnson Hi-Lite Ventlite,** adjustable to 7 feet on stand provided. Reflector has 6½-inch square opening, with adjustable wings. Uses 500-watt T20 or #1 flood lamps.

**Bargain Price** .....\$7.50

**Johnson Kompakt Ventlite** for home portrait use. Equipped with one mogul socket with capacity of 1000- to 2000-watt movie flood bulb. Furnished with folding stand; a fibre case.

**Bargain Price** .....\$32.50

**Testrite Trio,** three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

**Bargain Price** .....\$7.75

**National Graflex Camera** with F3.5 lens. Camera has been used but is in fine condition.

**Bargain Price** .....\$49.50

**Johnson Ventlite** on Studio stand. Equipped with one mogul socket.

**Bargain Price** .....\$44.50

5-lb. bottles of **Formaldehyde.**

**Bargain Price** .....\$1.75 ea.

**Gadget Bags.** Made of imitation brown leather such as is used for upholstery, and will last indefinitely. Contain numerous interior pockets.

**Bargain Price** .....\$5.50

**Vakagraph Midget Border Printer** equipped with entirely new masks. In excellent condition.

**Bargain Price** .....\$49.50

**Pako Liberty model Print Dryer** for matter prints. Gas heated.

**Bargain Price** .....\$49.50

**Kalart Micromatic Synchronizer,** complete with bracket. Used, but looks like new.

**Bargain Price** .....\$7.50

**Parallex Reflector**, 20-inch diameter for condenserless enlarging. Reflecting surface contains numerous small mirrors. Will cover 8x10 negative. Has Mogul socket.

**Bargain Price** .....\$4.50

**Sun Ray Studio Lamp #39** with stand. Designed for two #4 Flood Lamps. This is really a low price efficient studio type lamp.

**Bargain Price** .....\$32.50

Pair of **12-inch Condensers** in book type mount. Look like new.

**Bargain Price** .....\$29.50

**8x10 View Camera** fitted with back and carrier for use as a 5x7 enlarger.

**Bargain Price** .....\$17.50

**5x7 Pony Premo View Camera**, 19-inch bellows, and R. R. lens, and one film holder.

**Bargain Price** .....\$18.50

**5x7 View Camera**, 15-inch bellows, swing back, rising front, 5 $\frac{1}{4}$ -inch square lens board. Looks like new.

**Bargain Price** .....\$15.00

**M.C.M. Photo Meter**, Model H.

**Bargain Price** .....\$3.85

**Minute Call Electric Timer**. Dependable and useful.

**Bargain Price** .....\$2.95

**Two-inch Retouching Glass** with handle.

**Bargain Price** .....\$0.60

**Kalart Micromatic Synchronizer**, complete with flat battery case. Like new.

**Bargain Price** .....\$8.50

**Mendelsohn Universal Synchronizer**, fitted for Leica Camera. Like new.

**Bargain Price** .....\$16.50

**Kalart Senior Micromatic Speed Flash Unit** consisting of 7-inch reflector, 9-volt battery case with batteries, Micromatic Synchronizer, permanent Shutter Adapter, consisting of Compur fittings and complete set in instructions for ready assembly.

**Bargain Price** .....\$11.00

### MUNDER FLASH LAMPS

To close out our line of Munder Lamps, we offer the following stock:

36 Standard size Blue Flashbulbs—

**Bargain Price**.....12c each

287 Regular size and type Munder Lamps—

**Bargain Price**.....12c each

40 Small size Regular type lamps—

**Bargain Price**.....10c each

**Multiflash Unit** for firing from one to six #5 G.E. or other bayonet type bulbs. Consists of six individual sockets on a central hub, behind which is a reflector. It is easily attached and permits the use of any desired number of bulbs up to six.

**Bargain Price** .....\$4.95

**Mergon 8x10 Cold Enlarging Light**. Provides evenly spread illumination; no heat. Will fit on 8x10 vertical enlarger.

**Bargain Price** .....\$16.50

### POBCO GADGET BAGS

These are made of the same grade of fabricoid used in upholstery, which insures longest life. They have a zipper top, with one outside pouch 6x8 inches and an inside pocket with zipper fastener, of same size. There are three smaller pockets inside. The bag measures 3 $\frac{1}{2}$ x9 $\frac{1}{2}$ x7 inches tall, inside measurement. The bottom is reinforced with four metal pegs and a shoulder strap is included.

**Bargain Price** .....\$5.50



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**8x10 Studio Camera** with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

**Bargain Price** .....\$35.00

**5x7 Willo Printer** with masks, four lamps and pilot light.

**Bargain Price** .....\$10.50

**Beattie Porto Pan Studio Lamp.** Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

**Bargain Price** .....\$37.50

**4x5 Series D Graflex** with 7½-inch K.A. F4.5 lens, film pack adapter and case. In excellent condition.

**Bargain Price** .....\$98.50

**Graflex Enlarger Printer**, without lens. Really new, a demonstrator.

**Bargain Price** .....\$49.90

**Bell & Lair 5x7 Printer Enlarger** with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

**Bargain Price** .....\$23.50

**Emerson DC Motor**, 1/20 H.P., 1750 R.P.M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Wratten 8x10 Safelite Lamp #2.** Looks like new.

**Bargain Price** .....\$6.50

**12-inch Easy Wringer.** Suitable for 10x14 plates.

**Bargain Price** .....\$7.50

**5x7 Elwood Special Enlarger** with the large size lamphouse.

**Bargain Price** .....\$40.00

**Lantern Slide Storage Box** for 25 3¼x4 slides.

**Bargain Price** .....75c

**Korona 5x7 Home Portrait Camera**, with 6x6 lens board, 13-inch bellows and case. Looks like new.

**Bargain Price** .....\$36.50

**Sun-Ray #3 Lamp** with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

**Bargain Price** .....\$7.25

**Retouching Desk**, wood folding type. Looks like new.

**Bargain Price** .....\$5.50

**Halldorson Home Portrait Four-Lamp Outfit**, in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

**Bargain Price** .....\$15.00

**Eastman Diffusion Disks #2 and #3** for Auto Focus Enlarger. These disks measure two inches in diameter.

**Bargain Price** .....\$5.50 each



## **KODATRON SPEEDLAMP** *Flash* *of 1/30,000 Second Freezes Motion*

THE girl in the illustration above was not standing still—was caught, in fact, in one phase of a whirl of fast dance routine. No human motion is too fast for this lamp. Models need not be posed, but may be caught in the rehearsal of a bit of action and “frozen” with wire-sharp definition. The light is so powerful that exposures must be made with small diaphragm openings, insuring depth of field.

### **EFFICIENCY AND ECONOMY OF OPERATION**

The Kodatron Speedlamp uses very little current and its gas-filled flash tube is good for over 5,000 fully efficient flashes before replacement is necessary. No special wiring or fusing is required for this lamp. All flashes are of 1/30,000-second duration, and shutter synchronization is simple. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Kodatron Speedlamp complete, including power unit, one Kodatron Flash Tube, 18-inch reflector, telescoping standard and synchronizer cord .....	\$400
Kodatron Flash Tube (replacement).....	30

*Descriptive circular on request*

ASTMAN KODAK COMPANY, Rochester, N. Y.





## The Customer Must See It

ALL of the skill and artistry you put into portraiture goes for naught if the customer doesn't see it in the print you deliver. The majority of photographers use Vitava Opal because it reproduces all of the quality of the finest negative, in prints that please their customers. There are fourteen attractive grades to choose from. Eastman Kodak Company, Rochester, N. Y.

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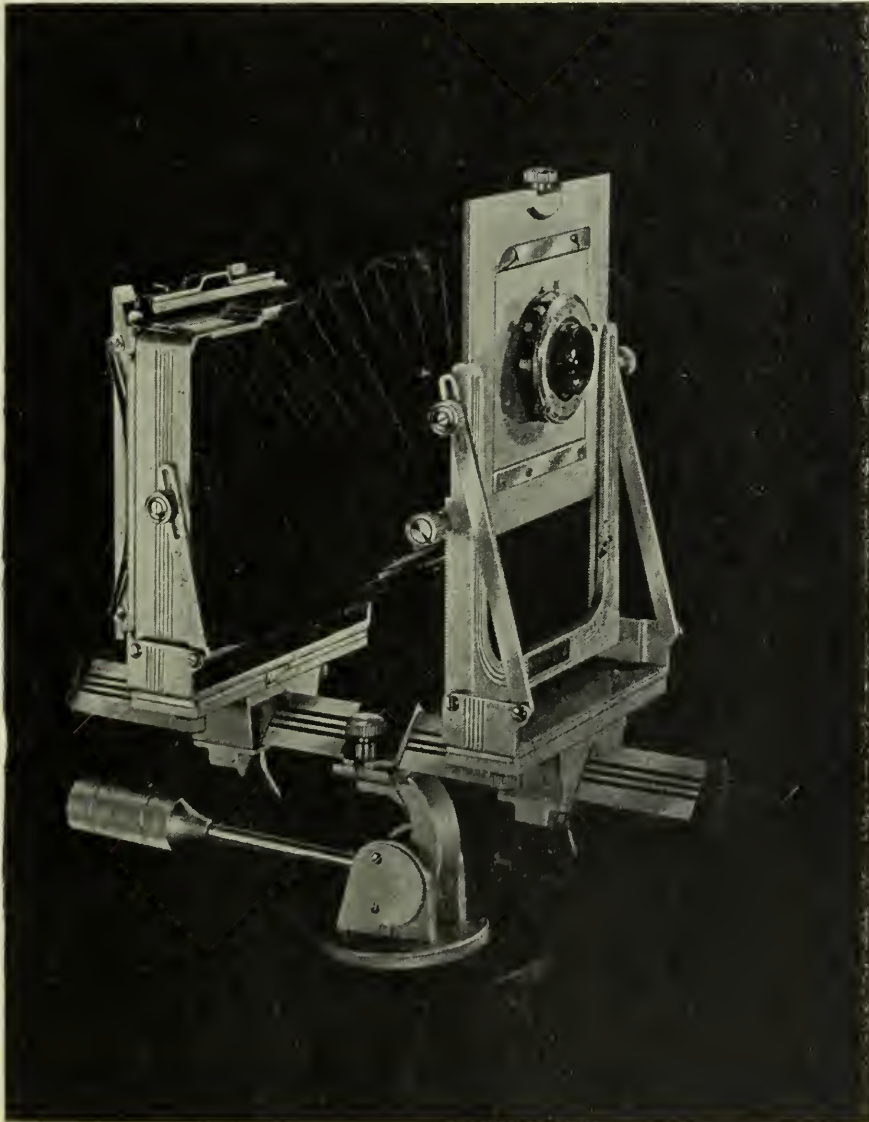
# THE FOCUS

*Published Monthly in the Interests of Professional Photography*

Vol. XVII

MARCH, 1941

No. 3



NEW GRAPHIC VIEW CAMERA

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# THE FOCUS

Prepared and Published  
Monthly



In the Interest of Professional  
Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVII

MARCH, 1941

No. 3

## INTRODUCING—



ALBERT P. MILLER . . .

Albert Pedersen Miller was born in Bloomfield, Nebraska, of Danish parents. His father was a school teacher in Denmark until he came to this country in 1894. He established a farm on his arrival and has been a farmer ever since, although quite skilled as a cabinet maker and wood carver. Some years ago the family moved to Fowler, Colorado, and young Miller was 2 years old at that time. His early days were spent on a ranch so the boy decided he would see the world and become an artist.

Like his father, he felt that he might likewise become a wood carver in addition to his art studies. But at the age of 12 he became interested in photography when a boy-friend won an amateur developing and printing set as a prize in a contest held by a magazine. The black magic and mysterious appearance of images on white paper fascinated them.

He went to Southern California and worked in the radio business for six years while attending art school and studying photography. Next we hear of young Miller in various locations in Hollywood, and Powers, Coquille and Redmond in Oregon. Photography gives him that means of self expression for which he had previously sought an

outlet. If not actually occupied as a photographer, he would like to be an illustrator for magazine stories and advertisements. His interest in illustrative and advertising photography was no doubt stimulated by his beautiful wife who often poses for him. She likewise gives him helpful ideas and inspiration.

Mr. Miller is a member of the Redmond, Oregon, Chamber of Commerce, and has at least one unique hobby. He is a collector of pipes. He likes to paint velour tapestries, make Mission-type furniture and when the mood is present, he will play on his mandolin. If this is not sufficient he will go deeper into music and painting with a study of astronomy and a special affection for wire-haired fox terriers to complete the day.

The outstanding experience of his life took place years ago when en route to California via a "Side-Door Pullman." He and several other occupants of the car were asked to leave the conveyance but after the train resumed its trip the former passengers ran after it. Young Miller reached for the steel ladder as the car went by and slipped on the ice. With rare presence of mind, he held onto the bottom rung of the ladder until assisted out of danger. He lived many years in those few seconds.



No man is in true health who cannot stand in the free air of heaven, with his feet on God's free turf, and thank his Creator for the simple luxury of physical existence.—T. W. Higginson.





YOU can put a sales message into every photograph that leaves your studio, by adding to the craftsmanship which you are capable of producing the added prestige or glamor, if you please, of outstanding mountings. Only a part of your public is capable of discriminating the artistry that you put with the portrait—but everyone can sense the fitness of the garment into which you put it. Give the public good workmanship—mount it suitably in the best mounts that you can obtain—the best need not cost you more than the ordinary—and your reputation will be solidly built.

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS                      ✓                      TOLEDO, OHIO

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## New Model "C" Phaostron Exposure Meter



This is the most versatile and advanced meter available. As a picture is seen through the viewfinder of the camera—the same picture is viewed through the SELECTIVE EYE of this meter. You can likewise measure any part of the scene or object. All this is accomplished from the camera position. A new low range, heretofore impossible, has now been achieved with the SELECTIVE EYE feature.

The Model C Phaostron measures light ranging from 3000 foot candles to 1/1000 of a foot candle. This is equivalent to an exposure of 128 minutes at F12.7 using Panatomic X film under artificial light. Untold new photographic possibilities become a scientific actuality with these features.

The use of this meter in color photography assures perfect color renditions. It is the welcome answer to the problems of the capable color photographer.

### *Meter, complete with case, \$8.50*

Case Size	{	Height .....	2 1/8"	Foot Candle Range.....	1/1000 to 3000
		Width .....	2 1/2"	Film Speed Range.....	1 to 800 W
		Depth .....	1 3/8"	Source of Power.....	2 Eveready
Calibrations .....				No. 915 Penlight Batteries	
F Stop Range.....				Average life of batteries	
Shutter Speed Range				4 months or 180 exposures	
		1/1200 seconds to 128 min.		Cost of batteries.....	5c each

*Dealer Orders Invited*

## *Did you know that*

—when photographing small detailed objects, such as surgical instruments, dental instruments, small tools, etc., if you want to eliminate all shadows, do this: Simply place the objects on a piece of clear glass six inches or more above the background, and then point the camera directly downward. The result, clear, sharp, detailed illustrations—with no shadows! Try it.

—prints pick up a lot of fine suspended matter while being washed? Always wash their faces when lifting them out of wash water. Lay them on a piece of plate glass and rub them with a cloth dripping wet.

—for no cost at all you can have a convenient drop-by-drop bottle for

KSCN (potassium sulphocyanate) or potassium bromide? Just take an old Worcestershire sauce bottle, cut with a razor blade two V-shaped notches lengthwise inside the cork collar, one for the drops to come out, and one for the air to enter.

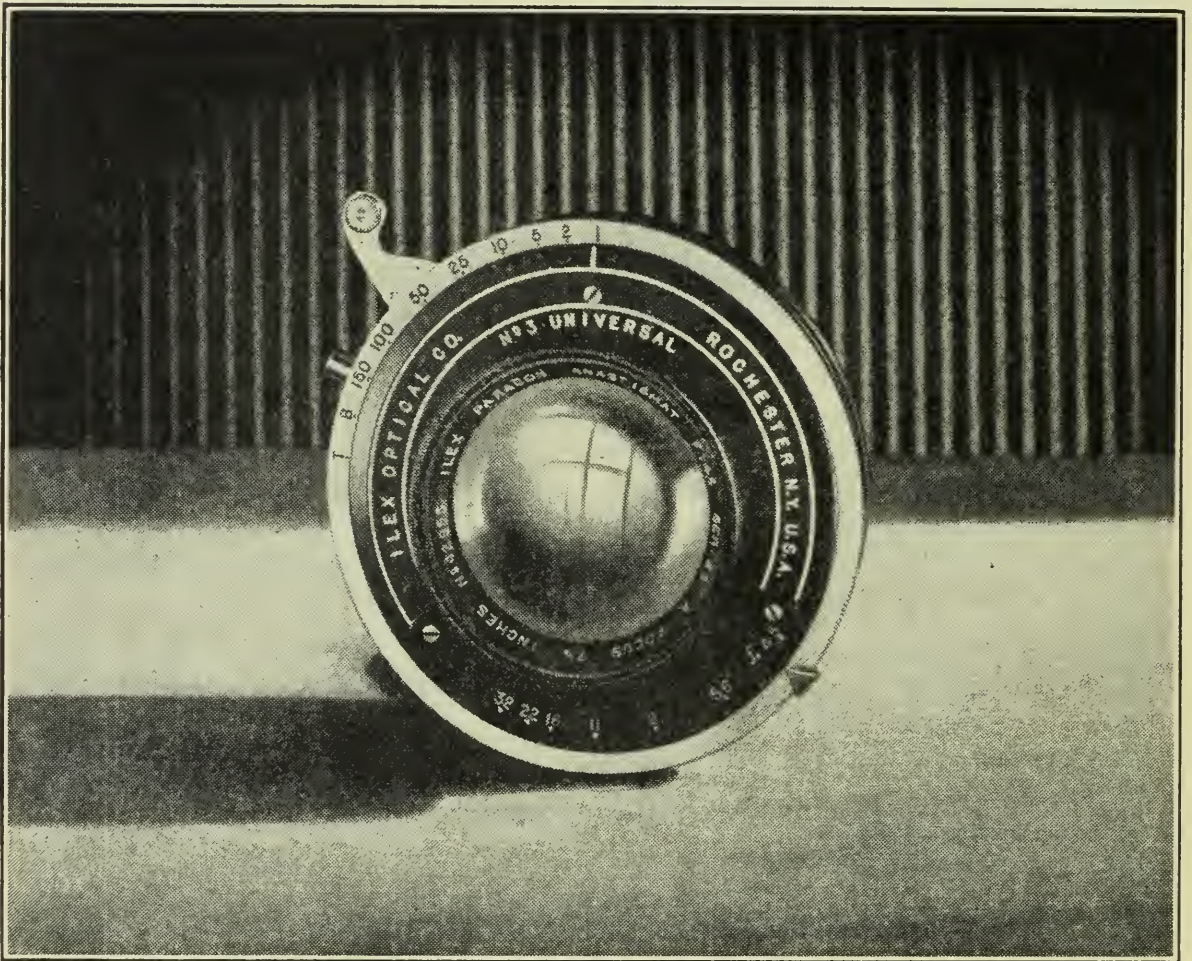
—blank skies or glaring white areas on a print may be toned down by rubbing in powdered graphite with a piece of cotton? Pick out the high-lights with an eraser.

—you can get critically sharp focus in enlarging by making a few sharp needle scratches in the corner of the wet negative? These are easier to focus on than the subject of the picture.

—you can remove black spots from prints with tincture of iodine?



# New Ilex Universal Shutters



## AMERICAN MADE

Automatic—Exceptionally Accurate and Efficient

Performance tests by recognized authorities show the new Ilex Universal Shutters to be extremely accurate and efficient. Their rugged construction, simplicity of operation and dependability will appeal to photographers seeking the finest instruments for superb photography. Notably efficient for color work because of their accuracy of speeds. Universal Shutters are available in these sizes: No. 3—Speeds 1 second to 1/150; No. 4—1 second to 1/100; No. 5—1 second to 1/50. Ilex is the originator of the gear wheel retarder principle in photographic shutters. Ilex Shutters have been standard equipment on famous-make cameras for thirty years.

Modernize your equipment with Ilex Shutters and Lenses. Available in a wide range of sizes and types. For further details write to the Ilex Optical Co., Rochester, N. Y.



# ILEX SHUTTERS

IN 1910 the ILEX OPTICAL COMPANY entered the field as manufacturers of photographic shutters. The mechanism of ILEX Shutters was so novel, yet so obviously practical, that they met with instant marketing success. This type of shutter, with a system of wheels to control the speeds, was at once recognized as the only practical type of photographic shutter on the market. This scientific mechanism insures absolute accuracy and reliability and has over a span of years proved its efficiency. The ILEX OPTICAL COMPANY were pioneers in the development of a dependable photographic shutter, and to this day ILEX maintain their superiority in the shutter field. Furnished in four models as follows:

(1) The ILEX ACME Shutter, which is of the set type with speeds for the various sizes as follows:

No. 00	—T B 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/300
No. 0	} —T B 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/250
No. 1	
No. 2	} —T B 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/200
No. 3	
No. 4	—T B 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/150

(2) The ILEX UNIVERSAL Shutter is automatic in action and has speeds of one second, 1/2 second, 1/5th, 1/10th, 1/25th, 1/50th and 1/100th and T & B, except for the No. 3 Universal, which works at a top speed of 1/150th second, and the No. 5 Universal at a top speed of 1/50th second.

(3) The ILEX GENERAL Shutter, also automatic in action, with speeds of 1/5th, 1/10th, 1/25th, 1/50th, 1/100th, and T & B.

(4) The ILEX PRECISE Shutter is automatic in action with speeds of 1/25th, 1/50th, and 1/100th, and T & B.

The mechanism is so arranged that any intermediate speed other than those indicated can be obtained by setting the indicator at the correct point between the two indications between which the desired speed would come. After a few trials, one can closely approximate the point which will give the required exposure. ILEX Shutters are instruments of precision, constructed on the same principle as a high-grade timepiece.

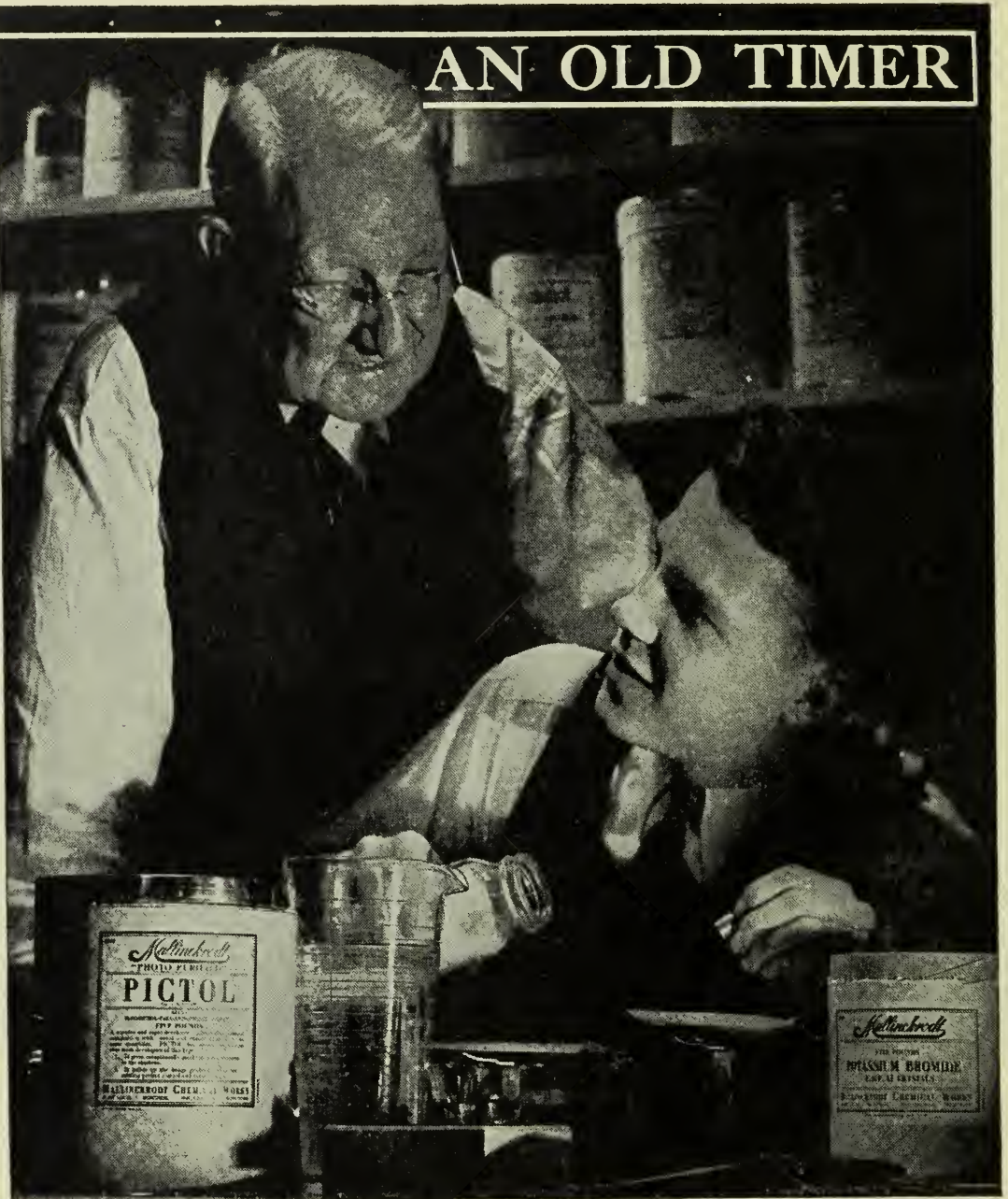
## ACCESSORIES

### CABLE RELEASES:

Length .....	3"	6"	12"	18"	24"	3 ft.	5 ft.
Price .....	.40	.50	.75	1.50	1.75	2.00	3.50

Shutter No.	Light Aperture	Lens Opening	Outside Diameter	Acme	Universal	General	Precise	Flange Only
00	1 1/16"	7/8"	1 7/8"	\$18.00				.30
00	3/32"	1 1/16"	1 1/16"				\$8.00	.25
0	3/4"	1 1/16"	2 1/16"	18.00	\$14.50	\$10.00	8.00	.35
1	1"	1 3/16"	2 1/4"	18.50	15.00	12.00	10.00	.40
2	1 3/32"	1 7/16"	2 5/8"	20.00	16.00	13.00	12.00	.45
3	1 3/8"	1 3/4"	3 3/8"	22.50	30.00	15.00	14.00	.50
4	1 3/4"	2 1/16"	4"	25.00	32.00	18.00	16.00	.60
5	2 1/2"	3"	5"		35.00			2.50





## gives his reasons for using MALLINCKRODT CHEMICALS

“Any success I may have attained in photography, during my half century in it, is due partly to using the best possible chemicals. I early discovered that Mallinckrodt Chemicals are made especially for photographic use, and have stuck to them ever since for their dependability and uniformity.”

— Name on request

As you will notice, this user is partial to PICTOL\* developing solutions. Have you tested Pictol superiority?

\*Trade Mark Reg. U. S. Pat. Off.



MALLINCKRODT STREET, ST. LOUIS, MO.  
CHICAGO • PHILADELPHIA

74 GOLD STREET, NEW YORK, N. Y.  
TORONTO • MONTREAL



WABASH

Photolamp Corporation

SUBSIDIARY OF WABASH APPLIANCE CORP.

335 CARROLL ST., BROOKLYN, N. Y.



February 7, 1941

## TO WABASH PHOTOLAMP DEALERS

In view of the rather serious delays in shipments of Wabash Photolamps, we feel that we owe you not only an apology but an explanation. Despite the fact that last summer we planned and completed very substantial increases in our production facilities, the demand for Wabash Photolamps in the past few months has drastically exceeded our expectations.

Immediately upon realization that our earlier plans were inadequate, we prepared to still further increase our production facilities. Insofar as our present machine capacity would permit, we have done this, but it has been impossible to obtain any substantial increase in machine capacity immediately. The National Defense Program has taxed the manufacturing capacities of tool, die and machine makers, and they require much longer times than formerly to effect deliveries. Naturally, the delay incurred prolongs our efforts to remedy the situation.

Despite this fact, we have just received some new equipment, and the result of this will materially assist us in catching up on back deliveries.

When we announced the Press 25 lamp, we felt that we would be able to make deliveries in sixty to ninety days, but the machinery with which we initially proposed to manufacture proved inadequate for mass production. Our new equipment is operating now, and is producing a substantial quantity of these lamps daily. We are aware that your back-orders for this lamp are not yet filled, but we are fast catching up on deliveries and, to avoid delay, are making shipments by express.

Certain unfounded and unwarranted rumors have been circulated to the effect that we have been unable to fill orders due to the lack of raw materials. Our hydronalium wire, which was the only raw material formerly made in Holland, has been manufactured entirely in the United States for the past nineteen months. The supply is and has been plentiful all season.

You would expect that this tremendous increase in business would result in smiling faces in the Wabash organization, but instead, if you were to visit us, you would find an overtaxed and serious organization definitely conscious of our obligations to you.

We do sincerely thank you for your cooperation. We are grateful to you and your customers for the faith and dependence you place in Wabash. I, personally, assure you that every effort will be expended to justify this faith.

Sincerely yours,

WABASH PHOTOLAMP CORPORATION

A. M. PARKER, *President*



# T. A. DRY MOUNTING PRESS

✓ Check the precision-built features!

- Custom built to give a lifetime of satisfactory service. Excellent engineering and construction in every detail.
- Mounts prints up to 11 by 14 inches on standard 16 by 20-inch mounts in any position on the mount, in one operation. Larger prints in two operations. Smaller prints, of course.
- Heavy duty heating element, scientifically designed, assures efficient, even distribution of heat to all parts of the pressure plate.
- Complete with large, efficient tacking iron and detailed instructions.
- Automatic time switch controls amount of heat applied to the pressure plate . . . set it and forget it! Positive and safe . . . it works while you do other work!
- Guaranteed to do a perfect job of dry mounting . . . it puts the prints there to STAY.
- Eye appeal to add to the attractiveness of your dark room.
- Simple and easy to operate.
- Priced as low as is consistent with first grade materials and workmanship.

Model S-3 **\$24.95** includes Tacking Iron

## New RHS 4x5 View Camera

There has been some interest in a popular-priced View Camera for 4 x 5 and smaller negatives. We are now able to offer a camera which apparently contains all the features which may be wanted in a camera of this type.

The RHS View Camera in 4 x 5 size has a bellows extension of 20 inches. The camera opens smoothly over cut brass focusing track on full length of rigid camera bed. The back is adjustable to swing and tilt forward or backward, and the lensboard has rising, falling and tilting adjustments. The lens frame may be swung left or right. Every wood part is made of kiln-dried hardwood with hard lacquer finish. Metal parts are chromium plated. Clamp screws are provided with brass flanged nuts for rigidity. Interchangeable reducing backs for 2¼ x 3¼ or 3¼ x 4¼ size are available.

The price of this camera, without case or holder, is \$32.50.

Reducing Backs, \$4.50 each.

Similar camera in 5 x 7 size is available at \$34.50.

# A Photographer Tells Us—

**I**N "The Focus" for December we published a form used by a photographer which is signed by his customers at the time an order is placed for pictures. This article apparently was well received, and one of our readers has kindly added the benefit of his own experience and has written as follows:

"I was much interested in the printed form shown in the last edition of 'The Focus' in connection with collections for photographs made.

"Attached hereto is an 'order for photographs' form which I have used successfully for a number of years. Corporations and certain attorneys sometimes have their own ideas on the value of photographs, and the photographer's time, I have found. They will accept the photographs, and, upon receipt of your bill, will pay you 'their price.' This form makes the arrangement clear-cut, and obviates much difficulty.

"The register form enclosed also has been found useful, especially in dealing with foreign-born clients, to whom a free enlargement, hand-colored and in a gold frame, is quite essential."

The forms to which he refers are now reproduced with his permission, and we invite our readers to submit their comment or suggestions about anything of this nature which may be mutually helpful to the photographic profession.

**NELSON'S STUDIO**  
REEDLEY, CALIF.

## Order for Photographs

Name of Firm.....

City .....

State .....

Nature of subjects.....

.....negatives at ..... \$ .....

.....prints at .....

.....enlargements at .....

Ordered by.....

The person whose name appears above is a member of the firm above named, an officer or otherwise duly authorized in its behalf to order the photographs above described.

**NELSON'S STUDIO**  
REEDLEY, CALIFORNIA

**PORTTRAITS** Phone 1462  
**COMMERCIAL PHOTOS**  
**FILMS**  
**CAMERAS**  
**PHOTO FINISHING**  
 Reedley, Cal.,.....19.....

Name .....

Address .....

Reg. No. 9506 Account Forwarded

No.	Photos Style				
	Finish				
	Price \$	Pd. \$	Due	\$	

**No Photographs Delivered Without This Receipt**  
 Extra charge for finishing from more than one negative.  
 Duplicates can be had at any time.

**TERMS—CASH ONLY**



# New Mounters For Men in the Service

## *Traveler's Case*

Made of rich, dark blue Kodaleather cloth . . . design around opening is stamped in silver.

The picture is protected with Kodaloid.

The ideal photo case for the traveler or men in the service. It protects the portrait—compact, durable and easy to carry. Made in the following sizes:

FOR ONE PRINT			FOR TWO PRINTS		
No.	For Prints	Price Each	No.	For Prints	Price Each
34-A	3 x 4	\$0.65	34-C	3 x 4	\$0.90
35-A	3½ x 5	.75	35-C	3½ x 5	1.00
46-A	4 x 6	.95	46-C	4 x 6	1.25
57-A	5 x 7	1.10	57-C	5 x 7	1.50
79-A	8 x 10	1.40	79-C	8 x 10	2.00

*All prices subject to change without notice.*

## *The Militaire*

Small—durable—cover of red lacquered stock. Print is held in place by acetate corners.

The MILITAIRE serves a double purpose—as a mounter for military use. Friends at home can carry it in their handbag or billfold, and the men in the service in their kit or pocket.

Also a splendid style for school pictures. Ideal for exchange portraits—costs little to mail. E or FD sizes fit right into regular size envelopes.

No.	Print Sizes	Price
E	3 x 4	\$5.00 per 100
FD	3 x 4½	5.50 per 100
AM	4 x 6	6.50 per 100

## *The Service Series*

Color: Two-tone gray for black-and-white prints.

Three-piece inslip easels . . . distinctively designed for each branch of the service. All size 3 x 4½—economical to make.

**Price**-----**\$7.50 per 100**

*Please specify name of style when ordering.*

*Illustrated folder sent on request*

# SAN FRANCISCO

## *City of Romance by the Golden Gate*

SAN FRANCISCO bids all convention visitors to linger here and enjoy the ideal sports playground, where the weather is eternal spring-time, never hot, never cold; where beautiful San Francisco Bay lures many a stout-hearted fisherman to try his skill fighting bass to his rod, and where modern sailormen thrill to the sport of steering their sloops in and around the waters of the bay to and from the Golden Gate . . . where horsemen and horsewomen ride through tree-lined bridle paths of picturesque Golden Gate Park; tennis enthusiasts play in a setting of flowers and palm trees; golfers tee off on courses overlooking the Golden Gate; cyclists guide their bicycles along the ocean shore and swimmers find a dip

in the Pacific a never-to-be-forgotten experience . . . San Francisco will woo and delight you, too, with its straight-up, hilly streets; its quaint cable cars; its Fisherman's Wharf, old-world, colorful; its Chinatown, exotic, Oriental; the gay flower stands on downtown street corners and, most of all, the majestic views from historic hill-tops and the famous bridges, the graceful red spans of the Golden Gate Bridge and the silvery San Francisco-Oakland Bay Bridge, the longest bridges in the world . . . San Francisco invites you to stay and play here, where roses bloom all year around, where skies are blue and flawless, where contrast is the usual offering.

## REMINDER FOR APRIL

<i>Birthstone</i> —Sapphire, Diamond	Selling Days .....	1940 26	1941 26
<i>Flower</i> —Daisy	Saturdays .....	4	4
	Mondays .....	5	4

% of Total Annual Sales—8.1%  
(Ranks fifth among all months)

1	April Fool's Day
6	Palm Sunday
6	Army Day
7 - 11	Easter Vacation—S. F. Public Schools
11	Good Friday
12 - 19	Passover
13	Easter Sunday
13 - 19	National Garden Week
15	California Personal Income Tax Due
20	Humane Sunday
20 - 26	Be-Kind-to-Animals Anniversary
	Dental Health Week
21 - 26	National Foot Health Week
26 - May 3	National Fishermen's Week
27 - May 3	Daylight Saving begins (where effective)
	National Better Homes Week
	National Baby Week
	Public Schools Week



# 55 YEARS

1886

1941

**T**HIS month we pass our 55th anniversary and continue forward to greater progress. Our firm is now one of the oldest in its line in continuous service and the steady growth in number of employees, floor space, inventory and diversification of activities indicate the firm is going forward in a very definite manner.

While a number of the original staff are still with us, the number of new employees added in recent years has materially reduced the average age of all our employees.

We are pleased to recall the thousands of friends we have made during these years and the pleasant relationship that exists between manufacturers, consumers and ourselves. It is likewise a matter of satisfaction to us to realize that we have had a very definite and important part in the development of the photographic industry in these Western states.

## Our Sympathy

Our readers who attended the San Francisco Convention will regret to learn that Leda Dubin and Chan Weston, Kalart representatives, had their car wrecked and contents totally destroyed in a smashup near Stockton. From information available, Miss Dubin and Mr. Weston apparently escaped really serious injury. They left for Hollywood just as soon as their booth had been taken down.



## Wollensak Wide Angle Lens

A new product of the Wollensak Optical Company is featured on page 18 of this edition. The 3½-inch focus lens is especially suitable for 4x5 Speed Graphics and similar cameras. Lens and shutter should appeal to users of this equipment.



## Information Wanted

Information is wanted about C. Elmore Grove who has been active in photography in San Francisco, Los Angeles, and Napa, and A. H. Barker

## Meteor Modeling Reflector

**T**HIS is a unique type of reflector quite unlike anything on the market. It consists of a 16-inch reflector sprayed with dull-finished aluminum and slightly tinted with a blue cast near the center. This reflector is mounted on a bracket which is suitable for table use or for use on a tripod. A vertical handle is provided to facilitate turning the light.

In front of the reflector is another bracket and socket for a No. 2 Photoflood lamp. In normal use, the bulb is pointed toward the reflector and an indirect light of considerable actinic value is produced. This bracket may be reversed so that the lamp can be pointed away from the reflector as a direct light if wanted. This bracket may be locked in any desired position. Furnished complete with photoflood lamp and cord for only \$12.50. A limited number of lamps are available and we will gladly send a photograph for additional description, if wanted.

who has operated studios in Oakland and other localities. Information as to the address of these people will be much appreciated.

# 1941 Combined Photography Industry Conventions and Trade Show

*Sponsored by the*  
PHOTOGRAPHERS ASSOCIATION OF AMERICA  
*and the*  
NATIONAL PHOTOGRAPHIC DEALERS ASSOCIATION

1 1 1

*Place*—HOTEL STEVENS, CHICAGO

*Time*—WEEK OF AUGUST 18, 1941

*Opens*—7:30 P.M., Monday, August 18

*Closes*—2:00 P.M., Friday, August 22

*Hours*—9:00 to 6:00, Tuesday, Wednesday and Thursday

1 1 1

The Trade Show will be open to the public Monday and Tuesday evenings from 7:30 to 9:30 with permission to remain until 10:00 P.M. Admission to the general public by ticket only, obtainable from exhibitors.

PAA SECTION—Monday, Tuesday, Wednesday, Thursday, Friday.

NPDA SECTION—Monday, Tuesday, Wednesday, Thursday.

The combined banquet of the PAA and the NPDA will be held Thursday night, combining entertainment and dancing. This will be available to all holders of registration badges.

Every person attending the combined conventions must register. Members of the PAA and NPDA may register without cost. Non-members (professional photographers) may register on payment of \$3.00.

Employees of non-member photographers can register on payment of \$2.00. To all others, a limited privilege badge will be issued on payment of \$1.00. This badge will permit the wearer to see the trade show, picture exhibit and enjoy all entertainment features except the banquet. It does not include admission to the lectures or clinics.

Additional information gladly sent  
by Hirsch & Kaye upon request.



# Sussman Mounts

## Sterling Easels

*Sample on receipt of List price*

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.



Print Size	Outside Size	Price per 100
3 x 5	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>7</sup> / <sub>8</sub>	\$ 6.00
4 x 6	5 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>	7.75
5 x 7	6 <sup>3</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>2</sub>	9.00
7 x 5 Group	8 <sup>7</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	10.75
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub> x12 <sup>1</sup> / <sub>2</sub>	14.50
8 x10	10 x13 <sup>1</sup> / <sub>2</sub>	16.50
10 x 8 Group	12 <sup>1</sup> / <sub>2</sub> x11	17.00

## Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock  
Insert—Deckled Edges—Slip-in Style—Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	Outside Size	List Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.00
4 x 6	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>4</sub>	8.75
5 x 7	7 <sup>1</sup> / <sub>4</sub> x10 <sup>3</sup> / <sub>4</sub>	10.50
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.00
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x12 <sup>1</sup> / <sub>2</sub>	13.50
8 x10	10 <sup>3</sup> / <sub>4</sub> x14	15.50
10 x 8 Group	13 x11 <sup>3</sup> / <sub>8</sub>	15.50



Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

“Sussman Mounts Are Paramount”

## Roll Film and Film Packs

For those of our readers who sell roll film and film packs to amateur photographers, we have some good news to tell them. If you distribute film it will pay you to tell us, so that we may give you the good news in detailed form.



## Etchadine

This well-known product is soon to appear in new form and in new container. The new product is expected on the market about the first of April, and suitable notice will be published when Etchadine in its new package is ready for you.



## Full of Years— and Honor

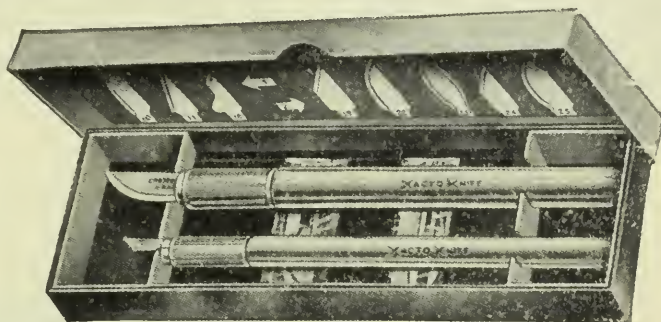
Great age in itself may show only an onery resistance to "natural causes." Boasts of being "oldest" may not be important, but if, as with Grippit, the years bring a better product, better packaging and constant increase in use . . .

You gain confidence in the product and in the house back of it not shaken by any "new discovery" whose claims may make a temporary splash.

Grippit, being a child of chemistry, has had its technical troubles, but . . .

Twenty years have removed the bugs from product and containers, have perfected the technique of use and have proved Grippit's salability . . . nationally.

## X-ACTO KNIFE SETS



No. 62. X-ACTO DOUBLE KNIFE SET.  
2 Handles and 12 Assorted Blades.  
Each \$2.00

No. 63. Same as above with Chrome plated handles.  
Each \$3.00

No. 82. X-ACTO KNIFE CHEST — 3 X-ACTO Knife handles, 12 assorted blades in handy wooden Knife Chest, natural finish. Each blade has its own compartment and is easy to take out and replace.  
Each \$3.00

No. 83. As above; chrome plated; two extra packages assorted blades.  
Each \$5.00



### X-ACTO RE-FILL BLADES

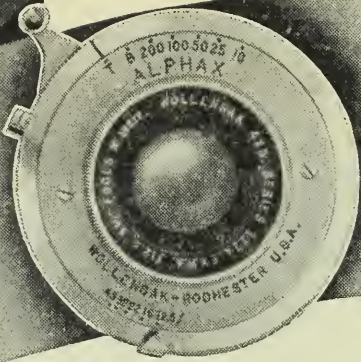
Blades have now been standardized to EIGHT fast-moving styles illustrated above, actual size. Order by number. Sold only in packages of 5 of one kind or assorted. Assortment No. 1 contains 2 pieces No. 10, 2 pieces No. 11, 1 piece No. 16. Assortment No. 2 contains one each of Nos. 19, 22, 23X, 24, 25.

Per Package, 50c



• • • **GRIPPIT**,  
a special adhesive that  
holds with a sinewy grip,  
yet cannot wrinkle paper.  
New larger tube, 25c.





*Now!* THE SERIES IIIa  
**EXTREME WIDE ANGLE LENS**  
FOR 4x5 CAMERAS

## 3½ INCH FOCUS SERIES IIIa **f12.5**

**I**F you're a 4 x 5 camera user you'll want this Series IIIa lens—for it combines satisfactory speed, extreme angle and reserve covering power—all at moderate price. Ideal for work in limited space requiring a short focus lens, this Extreme Wide Angle Velostigmat covers a 90° angle. Good definition at full aperture. Stopped down has excellent depth of

focus with bristling sharpness. Ideal for banquets. See for yourself. Try this fine lens at our risk.

**FOR LIMITED SPACE EXTERIORS—**



**FOR CROWDED INTERIOR SHOTS—**



**WRITE FOR DETAILS  
OF TRIAL OFFER PLAN**

# WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y.

# WOLLENSAK

**WRITE FOR  
FREE BOOK**

## Care of the Hands

SOME years ago, cases of skin irritation that were known to be a result of the use of processing chemicals were frequently reported. It was found that the trouble was caused, in most instances, not by the developing agent employed but by certain impurities in the processing chemicals which, at that time, could not be removed. Improved manufacturing methods have since so eliminated these impurities that there are now very few complaints from such causes.

Occasionally, a case will occur because of the toxic reaction of some individuals to developers. Too much blame should not be placed upon processing chemicals because these appear to be included among a large variety of substances to which some individuals are hypersensitive. If you are one of these individuals, a few precautionary measures should always be observed.

The simplest preventive is to rinse the hands in a dilute acid bath immediately after using a developer solution. A 1½% acetic acid solution, kept in a bottle nearby, makes a satisfactory hand rinse. After you have bathed your hands in the weak acid solution, rinse several times with plain warm water, after which soap and water may be used if desired. Soap should not be used immediately after the hands are removed from the developer for it has a tendency to precipitate the insoluble base of the developing agent, which then remains in the pores of the skin. When the acid-solution and warm-water rinses are employed, the chemicals are not precipitated and trouble is avoided.

Even if you are not subject to this irritation, you should never allow developer solution to dry on your hands, because the crystallization of the

chemicals may cause cracking of the skin, permitting easy access of chemicals to the deeper, more sensitive layers of flesh.

Skin irritation may also be caused by the use of strong alkalies, acids, or oxidizing agents in removing developer stains from the hands. The best method for removing such stains is to apply a weak solution of potassium permanganate followed by a rinse in a sodium bisulfite solution. Two solutions (A and B) are prepared and placed in separate, conveniently located bottles. Solution A consists of ¼ oz. of potassium permanganate dissolved in 32 oz. of water. Solution B consists of 16 oz. of sodium bisulfite dissolved in 32 oz. of water. To remove developer stains, bathe the hands with a small amount of Solution A, and then rinse with Solution B. The stains will then disappear. Wash the hands in clear, warm water, dry well, and apply a thin coating of lanolin cream. However, the cream must be removed before handling screens or X-ray film; otherwise, the oily finger marks would be reproduced as artifacts on the radiographs.

*(Radiography and Clinical Photography)*



## Would Smell As Sweet

A man's name is his trade-mark and, more than anything else, his own. He likes to hear it; the sound of it, correctly enunciated, is the musical note that announces a friend. He doesn't want the syllables twisted, transposed or added to. Never, *never* make a pun on a man's name.

Get the name right, use it. You'll see your man and enjoy the glow he emits when he sees you really care.

*If we are guilty of getting your name wrong it's not carelessness but an error from our sources. Please check your FOCUS envelope.*



# FLATTER Prints—QUICKER!

It's EASY with THIS Straightener!

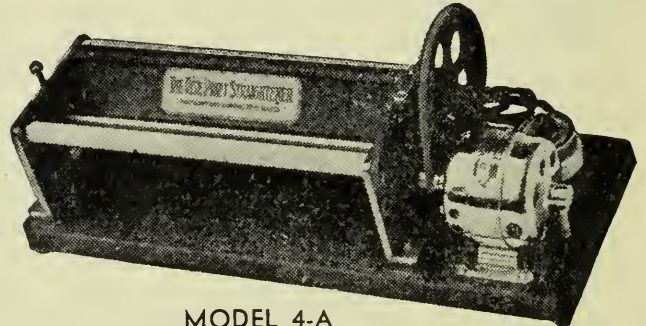
## 8

### SUPERIOR Features

1. Multiple Apron of heavy, pre-shrunk webbing.
2. Motor drive, using Universal Motor (D.C. or A.C.)
3. Capacity: prints up to 12 inches wide. Straightens double weight paper nicely.
4. Handscrew for accurate tension adjustment.
5. Special nickel chromium rollers.
6. Mounted on cast iron base with rubber casters.
7. Beautifully finished in black frosted enamel and nickel plate.
8. Every part built for tough wear and long service.

Model 4-A.....\$45  
Complete with eight-foot cord

*Terms if desired*



MODEL 4-A

### OTHER MODELS

**MODEL 5-A**—Has 18-inch capacity. Uses 3 to 1 geared Universal Motor, worm drive. Multiple Apron, special chromium rollers, tension adjustment, black frosted and nickel finish. Complete .....\$65

**MODEL 6-A**—Hand-powered. Capacity, prints up to 12 inches. Multiple Apron, tension adjustment, special chromium rollers. Mounted on hardwood base, mahogany finish. Complete .....\$24

*From the Melting Pot to Your  
Bank Account*

## ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. \$3.00 for 5-lb. can. Full directions enclosed.

Distributed by  
**HIRSCH & KAYE**

## BROWNTONE SEPIA TONER

All in one solution; no other chemicals to add. Prints tone to beautiful, rich brown in six to eight minutes.

*Browntone Always Gets Results*

*No Possible Chance to Overtone*

With the rich, warm sepias obtained with BROWNTONE it is the simplest thing to secure those perfect flesh tones. *Always ready.*

8 oz. bottles.....\$ 1.00

Gallon ..... 12.00

Sold by HIRSCH & KAYE

## The San Francisco Convention

THE 4th Annual Convention of the Master Photo Finishers and Dealers, in which the Photographic Dealers Association of Southern California participated, will be remembered as an outstanding event. For three days visitors filed through the two large exhibit rooms at the St. Francis Hotel and agreed that this was one of the most attractive and most delightful exhibitions of photographic merchandise they had seen anywhere. The rooms were well suited for their purpose and there was plenty of room for all. The committee in charge deserves much recognition and appreciation.

Aside from the exhibitors and their staffs, there was a net registration of 125 finishers and dealers who came from nearby and distant communities. 151 dinners were served the first night of the convention and 300 enjoyed the dinner party, entertainment and dance on the closing night.

In addition to the exhibit of modern appliances and equipment, there was a program of discussion in which various activities were covered. Everyone agreed they had received their money's worth and we now look forward to the 5th convention which will be held during the second week of March at one of the well known Los Angeles hotels. Plans for the 5th Annual Convention were started before this convention closed and there is every reason to anticipate a worthwhile affair in 1942. We suggest you keep the date in mind and plan to be present. Additional details will be published in THE FOCUS as fast as they become available.

### RK Paper Safe

THE RK Paper Safe will be appreciated by everyone who uses a printer or enlarger. It has sufficient capacity and operates with sufficient speed to be practical in a busy printing or enlarging room.

It consists of an inner and outer container. The inner container, which slides in and out as wanted, contains four drawers or shelves, each of sufficient depth to hold a gross of paper. Each shelf is thumb cut for convenient use and the shelves may be removed if not wanted. To open the safe you press or raise a lever on top, whichever is most convenient to the operator. This releases a catch and a concealed spring pushes the inner container forward. At the same time the front drops out of the way. To close the safe you raise the front, which is hinged at the bottom, and in one motion close and lock the safe.

It is nicely finished and well made and furnished in three sizes:

5 x 7.....	\$4.25
8 x 10.....	5.50
11 x 14.....	6.75



### Price Revision

The Model 2 Sliding Carriage for 5 x 7 2D Eastman View Camera without film or plate holder is now priced at \$30.00. The 5 x 7-4 x 5 Sliding Ground Glass Carriage for 5 x 7 2D Eastman View Camera or Eastman Photo Evidence Outfit is priced at \$18.00. This accessory will produce two 2½ x 4 pictures on a 4 x 5 film.



According to Census Department figures we find that the number of studios in California rose from 795 in 1935 to 910 in 1939. This was a gain of 115 studios and the gross business done in 1939 is reported as \$4,835,000.



## Defender Texture Screens

**D**EFENDER Photo Supply Company, Inc., is manufacturing Texture Screens designed by Jack Powell. The screens are available in six distinctive patterns.

- Type A—Dry Point Etching
- Type B—Steeline
- Type C—Tapestry
- Type D—Renaissance
- Type E—Bromoil
- Type F—Paper Negative

Defender Texture Screens are available in 8 x 10 and 11 x 14 sizes. Each screen has a black border to facilitate handling and to avoid finger prints on the screen. This border can be trimmed to fit the paper guide on the enlarger.

Primarily designed for use with projection prints, the screens may be used satisfactorily in contact printing. Tapestry and Steeline give effective results with Chromatone and do not have to be registered.

When using the screens, exposure time will be approximately one and one-half to two times normal.

8 x 10.....	\$2.50
11 x 14.....	3.75

## Photo Volt-Adjuster

End trouble in studio and dark room caused by fluctuating line voltage.

This unit has many uses in the photographic field, since uniform white light intensity is essential for color printing, color projection, automatic color matching, photometers, etc. Variation of a few volts in a lamp will alter the white light output sufficiently to make duplication of color prints, etc., impossible. Low voltage makes fluorescent lights flicker—and useless. To end exasperating line voltage changes, simply plug in a Stancor volt-adjuster and maintain the indicator at the red line. Increased life for the projector lamp will result because of running at rated voltage. The saving in expensive bulbs alone will pay for one of these units in a short time. The primary is designed for operation from a varying line voltage of 105-127½ volts. The output may be adjusted to plus or minus 1¼ volts at 115 volts by means of an 11-point tap switch. A red line on the meter indicates 115 volts output and soft green illumination, turned on by means of a push-button switch, makes the meter readable in a dark room.

The unit is housed in a black wrinkle case 6" x 4" x 5" with 6' rubber-covered line cord and molded receptacle for connecting equipment. The base is equipped with rubber mounting feet.

AP-6172—150 Watts.....	\$13.50
AP-6173—300 Watts.....	17.50
AP-6174—500 Watts.....	25.00

# Powerful New Photoflash Lamp, No. 50

Announced by G-E Lamp Dept.

A NEW, powerful photoflash lamp—designed especially for the taking of color photos and news pictures of scenes covering considerable area—has just been announced by General Electric's lamp department at Nela Park, Cleveland.

Designated as G-E MAZDA Photoflash Lamp No. 50, the new source is rated at 100,000-120,000 lumen-seconds of light output. Its peak lumens are given at 5.5 millions. Light output of this new lamp, therefore, is double that of the familiar G-E MAZDA Synchro-Press lamp No. 21, is two-thirds that of G.E.'s huge No. 75 foil-filled photoflash lamp.

That so much light can be generated by a flashbulb not much larger than the No. 21 lamp is attributed chiefly to the shredded foil with which the new No. 50 is filled. The No. 50 comes in an A21 bulb, has a maximum over-all length of  $5\frac{3}{8}$  inches, and is equipped with a medium screw base.

The relatively small size of the powerful No. 50 will, it is believed, permit photographers to get good color pictures from much smaller equipments than have been employed for color flash photography in the past. Its powerful flash should permit news photographers and others to take night flash pictures at greater distances than before and to capture more "territory," more faces at a banquet, more general interest of nearly any group or scene.

The G. E. No. 50 comes to peak of flash in .03' seconds. It has a list price of \$0.22.

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NOTICE.—This information is published in *The Focus* as a news item, but not necessarily as a guarantee that the lamps will immediately be available. They are on order, of course, and we expect to have them real soon.

HIRSCH & KAYE,  
Distributors for G-E Flash and Flood Lamps





## ARISTOCRAT FOLDER

## PATRICIAN EASEL

By popular demand we have added the 3 x 4 and 3½ x 5 *Oval* to the PATRICIAN—companion folder style, the ARISTOCRAT.

Have samples on display . . . you will find them popular with the young folks.

*Your Stockhouse Can Supply Promptly*

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

*By Himself*

We are glad to see Mr. Johnson and Mr. Cohl back on the job after their operations.

I understand the doctors took out a piece of Cohl.

With all the operations I can remember around here, there should be a lot of spare parts left over. A little of a Bush, a piece of Cohl, teeth from a Wolff, and others.

When the doctors get Don they should have a Cohl Bush Wolff, or something, or a John son.

Reminds me of my Boy Scout first-aid lessons. One time the scoutmaster asked me to describe the heart. All I could tell him was that it looked like a Valentine.

I did tell him, later, that the use of tobacco lowers the mentality of the heart.

I remember some other things about first-aid.

Circulation of the blood means it runs up one leg and down the other.

So—if a man was bleeding from a head wound, I would tie a turniket around his neck.

To remove dust from the eye, you pull it down over the nose.

To prevent head colds, use an atomizer to spray the nose till it drops down the throat.

A deceased body warps the mind.

To be healthy, don't eat any kind of food.

Take plenty of exercise. About the only exercise some people get is to jump at conclusions.

Men exercise for health, but with women it's just a matter of form.

Did you hear about the man who lost 145 pounds in one day? His wife ran off with a traveling salesman.

Mrs. Spratt was very fat  
And wanted to be lean.

She counted all her calories,  
Down to a single bean.

And then she read that Paris said  
The new lines would be curves,

So now she lives on almond tarts  
And apricot preserves.

Everything in our office is insured  
except the big clock.

The employees watch that.

Hope your the same.

—JERRY.



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*Complete Art and  
Negative Alteration  
Service*



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## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

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11 Years' Experience—Prompt Service

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SAVE overhead and operating expense.  
That spells PROFITS for YOU.

Amateur Finishing Outfits, for Roll Film and  
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Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

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2 SIZES  
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circulating  
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COMPLETE  
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*The best  
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Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

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THE FOCUS

## HOW ARE YOU FIXED FOR LAMPS?



HIRSCH & KAYE are distributors  
of lamps for every purpose.

## Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Lenses not specified in shutter, are in barrel mount.

**Schneider Angulon F6.8, 12 cm. lens** in barrel; looks like new.

**Bargain Price** .....\$45.00

**Ross Homocentric F6.3 lens, 6½-inch focus,** in Acme shutter.

**Bargain Price** .....\$32.50

**8½-inch F4.5 B & L 1C Tessar Lens** in Barrel.

**Bargain Price** .....\$59.00

**Rodenstock Euryнар 6½-inch F5.4 lens** in Autex shutter.

**Bargain Price** .....\$12.50

**Bausch & Lomb 4¾-inch F6.3 Anastigmat** in Optimo shutter.

**Bargain Price** .....\$12.50

**6¼-inch F3.5 Cooke Lens** in Sunk Mount.

**Bargain Price** .....\$47.50

**4⅜-inch Radar Extreme Wide Angle 110 Degree F16 Lens.** Will cover 5x7.

**Bargain Price** .....\$27.50

**Bausch & Lomb 7½-inch F4.5 Tessar** in barrel.

**Bargain Price** .....\$32.50

**Schneider Xenar 11⅜-inch F4.5 lens.**

**Bargain Price** .....\$110.00

**Bausch & Lomb 4⅜-inch 1C Tessar, F4.5** in rim-set Compur shutter.

**Bargain Price** .....\$27.50

**9½-inch F5 Goerz Celor** in Barrel.

**Bargain Price** .....\$39.00

**Sigmar Portrait lens, 16-inch focus, F4.5** in Studio shutter.

**Bargain Price** .....\$85.00

**Cooke Portrait Ser. IIA portrait lens, 9½-inch, F3.5.**

**Bargain Price** .....\$65.00

**Bausch & Lomb VII A Protar** in Compur shutter. Focal lengths, 9¼x16<sup>3</sup>/<sub>16</sub>. Speed, F6.3. Looks like new.

**Bargain Price** .....\$110.00

**Ilex Anastigmat 7½-inch F7.5** in Universal shutter.

**Bargain Price** .....\$16.00

**Wollensak Verito, soft focus lens, F4, 8¾-inch.**

**Bargain Price** .....\$29.50

**Wallensak 12½-inch F6.3 Velostigmat** in Optimo shutter.

**Bargain Price** .....\$52.50

**Carl Zeiss Tessar 5¼-inch F4.5** in Compur shutter.

**Bargain Price** .....\$39.50

**Bausch & Lomb 1C Tessar F4.5, 6⅜-inch focus,** in barrel.

**Bargain Price** .....\$23.50

**6⅜-inch F4.5 Kodak Anastigmat** in Barrel. Like new.

**Bargain Price** .....\$27.50

**Zeiss Tessar, 18 cm., F4.5 lens;** like new.

**Bargain Price** .....\$52.50



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**Eastman 15-inch Metal Trimmer.** Looks like new.

**Bargain Price** .....\$17.50

**Halldorson Home Portrait Portable Twin Arc.** A good lamp for proofing or for commercial jobs.

**Bargain Price,**  
without stand .....\$12.50

**Carrying Case for Duplex Jr. Twin Arc Lamp;** also suitable as miscellaneous equipment case. Strong, made of heavy fiber, reinforced.

**Bargain Price** .....\$4.50

**Cooper Hewitt M Tube Outfit** for A.C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**Glass Jugs,** transparent and clear.

**Bargain Price**.....15 cents ea.

**Pako Professional (motor driven) Washer.** In good condition.

**Bargain Price** .....\$45.00

**Pako B Printer** in good condition.

**Bargain Price** .....\$75.00

**Johnson Kompakt Ventlite** for home portrait use. Equipped with one mogul socket with capacity of 1000- to 2000-watt movie flood bulb. Furnished with folding stand; a fibre case.

**Bargain Price** .....\$32.50

**Testrite Trio,** three-reflector unit. Each reflector individually controlled. Has dim-bright switch and 4-foot stand. Uses #1 flood lamps.

**Bargain Price** .....\$7.75

**National Graflex Camera** with F3.5 lens. Camera has been used but is in fine condition.

**Bargain Price** .....\$49.50

**Johnson Ventlite** on Studio stand. Equipped with one mogul socket.

**Bargain Price** .....\$44.50

5-lb. bottles of **Formaldehyde.**

**Bargain Price** .....\$1.75 ea.

**Gadget Bags.** Made of imitation brown leather such as is used for upholstering, and will last indefinitely. Contain numerous interior pockets.

**Bargain Price** .....\$5.50

**Vakagraph Midget Border Printer** equipped with entirely new masks. In excellent condition.

**Bargain Price** .....\$49.50

**Pako Liberty model Print Dryer** for matter prints. Gas heated.

**Bargain Price** .....\$49.50

**Kalart Micromatic Synchronizer,** complete with bracket. Used, but looks like new.

**Bargain Price** .....\$7.50

**Century No. 7 Studio Camera**, 8x10, with sliding carriage and 8x10 to 5x7 back. Suitable kits for producing 2 on 8x10 and 2 on 5x7 films. Camera has new bellows.

**Bargain Price** .....\$69.00

**Sun Ray Studio Lamp #39** with stand. Designed for two #4 Flood Lamps. This is really a low price efficient studio type lamp.

**Bargain Price** .....\$32.50

Pair of **12-inch Condensers** in book type mount. Look like new.

**Bargain Price** .....\$29.50

**No. 4 Rex Print Washer**. Squirrel cage type for 5x7 and smaller prints.

**Bargain Price** .....\$8.75

**4x5 R. B. Graflex** with 7½-inch KA F4.5 lens. Fitted with Kalart Synchronizer and 1 film pack adapter.

**Bargain Price** .....\$79.50

**5x7 View Camera**, 15-inch bellows, swing back, rising front, 5¼-inch square lens board. Looks like new.

**Bargain Price** .....\$15.00

**M.C.M. Photo Meter**, Model H.

**Bargain Price** .....\$3.85

**Elwood Miniature Enlarger Attachment**.

**Bargain Price** .....\$9.75

**Two-inch Retouching Glass** with handle.

**Bargain Price** .....\$0.60

**Kalart Micromatic Synchronizer**, complete with flat battery case. Like new.

**Bargain Price** .....\$8.50

**Mendelsohn Universal Synchronizer**, fitted for Leica Camera. Like new.

**Bargain Price** .....\$16.50

**Kalart Senior Micromatic Speed Flash Unit** consisting of 7-inch reflector, 9-volt battery case with batteries, Micromatic Synchronizer, permanent Shutter Adapter, consisting of Compur fittings and complete set in instructions for ready assembly.

**Bargain Price** .....\$11.00

### MUNDER FLASH LAMPS

To close out our line of Munder Lamps, we offer the following stock:

36 Standard size Blue Flashbulbs—

**Bargain Price**.....12c each

287 Regular size and type Munder Lamps—

**Bargain Price**.....12c each

40 Small size Regular type lamps—

**Bargain Price**.....10c each

**Multiflash Unit** for firing from one to six #5 G.E. or other bayonet type bulbs. Consists of six individual sockets on a central hub, behind which is a reflector. It is easily attached and permits the use of any desired number of bulbs up to six.

**Bargain Price** .....\$4.95

**Mergon 8x10 Cold Enlarging Light**. Provides evenly spread illumination; no heat. Will fit on 8x10 vertical enlarger.

**Bargain Price** .....\$16.50

### POBCO GADGET BAGS

These are made of the same grade of fabricoid used in upholstering, which insures longest life. They have a zipper top, with one outside pouch 6x8 inches and an inside pocket with zipper fastener, of same size. There are three smaller pockets inside. The bag measures 3½x9½x7 inches tall, inside measurement. The bottom is reinforced with four metal pegs and a shoulder strap is included.

**Bargain Price** .....\$5.50



# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.

**8x10 Studio Camera** with sliding ground glass back, for two exposures on 8x10. Has 20-inch bellows.

**Bargain Price** .....\$35.00

**5x7 Willo Printer** with masks, four lamps and pilot light.

**Bargain Price** .....\$10.50

**Beattie Porto Pan Studio Lamp.** Takes four #2 flood lamps. Has High-Low-Medium switch and 5-foot folding stand. A good studio or portable lamp.

**Bargain Price** .....\$37.50

**20-inch Easy Photo Wringer.** Mounted on lightweight but substantial hardwood frame. Looks like new.

**Bargain Price** .....\$13.50

**Sun-Ray #3 Lamp** with two chain-pull sockets in 12½-inch reflector, on 7-foot folding stand.

**Bargain Price** .....\$7.25

**Bell & Lair 5x7 Printer Enlarger** with 6½" F4.5 lens; can be illuminated with flood lamps or a Cooper Hewitt mercury tube. Furnished without lights.

**Bargain Price** .....\$23.50

**Emerson DC Motor, 1/20 H.P., 1750 R.P.M., 110-volt.** Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Wratten 8x10 Safelite Lamp #2.** Looks like new.

**Bargain Price** .....\$6.50

**12-inch Easy Wringer.** Suitable for 10x14 plates.

**Bargain Price** .....\$7.50

**5x7 Elwood Special Enlarger** with the large size lamphouse.

**Bargain Price** .....\$40.00

**Dictionary of Photography.** Tenth edition of E. J. Wall.

**Bargain Price** .....\$1.95

**Korona 5x7 Home Portrait Camera,** with 6x6 lens board, 13-inch bellows and case. Looks like new.

**Bargain Price** .....\$36.50

**Graflex Enlarger Printer,** without lens. Really new, a demonstrator.

**Bargain Price** .....\$49.90

**18x22 View Camera** with 39-inch bellows. 2 plate holders included.

**Bargain Price** .....\$35.00

**Halldorson Home Portrait Four-Lamp Outfit,** in case which, when opened, seems as cabaret and provides reflector for each lamp. Uses 500-watt T20 or #1 flood lamps. No stand provided.

**Bargain Price** .....\$15.00

**5x7 F & S Camera** with 22-inch red leather bellows and one film holder.

**Bargain Price** .....\$19.50



# KODATRON SPEEDLAMP FLASH

*Made with 21-inch lens at f/64 in 1/30,000 second*

THE long-focus lens gives correct perspective—the small stop gives ample depth—the speed of the flash stops fast motion of fan and blowing hair—the intense light gives full exposure on Kodatron Panchromatic Film. All of these are decided advantages in practical commercial and illustrative photography. Models are caught in motion, doing things naturally—a good negative is assured with every exposure—flashes cost approximately one-half cent each.

## CONVENIENCE AND ECONOMY OF OPERATION

The Kodatron Speedlamp flash tube has a life of over 5,000 flashes, no special wiring is required, all flashes are 1/30,000 second, synchronization is simple. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Kodatron Speedlamp complete, including power unit, one Kodatron Flash Tube, 18-inch reflector, telescoping standard, and synchronizer cord . . . . . \$4.00  
 Kodatron Flash Tube (replacement) . . . . . 30

*Descriptive circular on request*

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For finer enlargements, use  
**KODABROMIDE**

*(formerly called Kodabrom)*

Kodabromide is a rapid developing, full-scale paper giving brilliant prints with rich blacks and sparkling halftones. Thirteen grades to choose from.

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THE  
**FOCUS**

*Published Monthly in the Interests of  
Professional Photography*

Vol. XVII

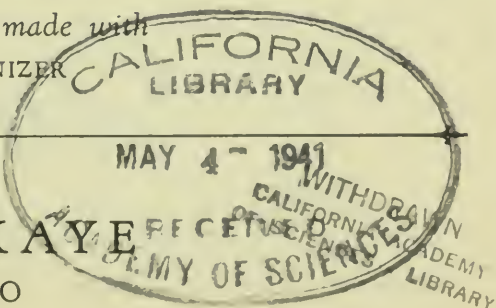
APRIL, 1941

No. 4



*A prize winning picture made with  
KALART SYNCHRONIZER*

Published by  
**HIRSCH & KAYE**  
SAN FRANCISCO







# DEFENDER VELOUR BLACK

DEFENDER VELOUR BLACK, like the frame that adds the finishing touch to a fine portrait, adds distinction to the prints that are made upon it. Even your finest negatives, those upon which you have lavished your skill and the results of your experience, are benefited by the deep, rich, transparent blacks and sparkling highlights this projection paper makes possible. Ask your dealer, or write.

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# THE FOCUS

Prepared and Published  
Monthly



In the Interest of Professional  
Photography

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

APRIL, 1941

No. 4

## INTRODUCING—



ROBERT MCEWAN . . .

Mr. McEwan is a native of Caledonia, in western New York State. He was raised on a farm and attended the neighborhood school, graduating from the ninth grade and then finishing the high school course.

Unlike many photographers about whom we have told you, he had no early ambition to be a photographer; in fact, gave it no thought for several years after completing school. He would have told you at that time, that his principal ambition was to travel and see this interesting world.

Arriving in Seattle, he heard of an opportunity to join a photographic road crew, and being quite in accord with the California Senator who said, "A man must eat," he accepted what he thought would be a temporary job. He did not take the work seriously until 1921, in Toppenish, Washington, where he met Fern Beaulauries, owner of the Fern Studio. Here he found desirable employment with, to quote his own words, "the finest man he ever knew." He remained with the Fern Studio for four years, then started his own studio in Astoria, Oregon.

Later he opened a studio in Centralia, Washington, and more recently in Salem, Oregon, where he has two

establishments in addition to one in Silverton. Today he has no desire to have any other vocation. In Salem, he is a member of the Lions club, American Legion and The Elks. His hobby is gardening but he takes much interest in politics and good government.

His greatest thrill will therefore be understood. It happened on his return from the Orient and just saw the skyline of Seattle after some months in the Orient—that would thrill any man.



## I Know Something Good About You

Wouldn't this old world be better,  
If the folks we meet would say:  
"I know something good about you,"  
And then treat us just that way!

Wouldn't it be fine and dandy,  
If each hand-clasp warm and true,  
Carried with it this assurance  
"I know something good about you."

Wouldn't things here be more pleasant  
If the good that's in us all,  
Were the only thing about us,  
That folks bothered to recall!

Wouldn't life be lots more happy  
If we'd praise the good we see!  
For there's such a lot of goodness  
In the worst of you and me.

Wouldn't it be nice to practice  
This fine way of thinking, too;  
You know something good about me,  
I know something good about you!

—Author Unknown.





*Sell only mounted photographs*

MOST any ten-cent store offers quite good-looking cheap frames—but they are not photo mounts, and the public senses this. But if you are counting on customers sponsoring your name to their friends, it pays to concentrate on finer qualities of mounts.

The patron who comes in for a sitting appraises your talent and your scale of prices to a great extent by the accessories of style she sees about her. Mountings have a direct influence upon your clientele. They help to sell more units and at better prices.

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS                      ✓                      TOLEDO, OHIO

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# Items of Interest Concerning the Coming Big P. A. of A. Convention In Chicago

EVERYONE interested in the photographic profession is invited to attend the 54th Annual Convention of The Photographers' Association of America, scheduled for the Stevens Hotel, Chicago, Ill., from August 18 to 22, inclusive. Ever since the meeting of last August, when attendance figures nearly reached the 4,500 mark, members of The Association have been making plans for this year and, not to disappoint them, The Association Board is working out a program that will justify any photographer in closing his studio during that week. It is, of course, a lengthy task to select and contact some 40 or more speakers and demonstrators and it will be a month or two before announcements can be more than sketchy, at best.

Rules for the Picture Exhibit are ready. Entries will be accepted only from the United States, but *any professional photographer, whether he is a member of The Association or not, is invited to submit prints.* There is no entry fee of any kind. No entry form or blank is needed. For an exhibit of this size, however, certain simple rules are necessary and these must be followed. Anyone interested will receive a copy of the Picture Exhibit Rules for the asking — just write the Executive Manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio. There are no prizes, but handsome Merit Certificates are awarded to all whose entries are accepted by the juries. Also, when your prints are returned, you will receive a general criticism of the entire entry and a detailed criticism on one print which the judges select as the one about which a criticism would be most helpful.

One feature of the Portrait Program will be the Portrait Clinic, during which the three portrait judges will discuss among themselves on the platform, but with microphones so that all may hear, selected prints from the exhibit. The Commercial Print Clinic, handled similarly for the past several years, will not be on the program this year. A new feature, however, will be that both juries will be on duty in the Picture Exhibit during certain hours every day of the Convention, to discuss or criticize, with individuals or groups, the photographs on display. The hours for the portrait jury will not conflict with the Portrait Program and the same will be true of the commercial jury.

Two of the seven Clinics or Open Forums may be announced at this time. The Portrait Negative Quality Clinic, conducted last year by George J. Kossuth, M. Photog., Wheeling, W. Va., was such a tremendous success that it will be repeated, again in charge of Mr. Kossuth. This was so popular last year that the audience overflowed into the corridor and many were unable to see or hear, due to the fact that, being a new feature and one the Board thought would not be of general interest, it was scheduled in a small room. Ample quarters will be made available this August. This Clinic will take place from 1:30 to 3:30 Tuesday and Thursday afternoons and 9:45 to 11:00 Wednesday and Friday mornings. Brand-new will be the 16mm Commercial Movie Clinic to be conducted by Gordon Bell, South Norwalk, Conn., on Tuesday and Thursday from 9:45 to 11:00 A. M., and Wednesday and Friday from 3:30 to 4:30 P. M.



# *New!* ILEX ACME SHUTTERS



## Combine the "BIG 4" in an American-Made Shutter Accuracy + Durability + Efficiency + Speed

On the efficiency and accuracy of a camera's shutter depend the finely shaded negatives demanded by modern photographers. Demanded, too, are strong, rugged construction, high speeds. Reflecting thirty years' research, improvement and master-craftsmanship, Ilex Acme Shutters embody these qualities in their superb precision and simplicity of operation.

Speeds range from 1 full second to a top speed of 1/300 in the Acme No. 00; 1/200 in the No. 3; 1/150 in the No. 4. The Acme is of the set and release action type. Setting is easy and convenient with a newly-designed winding lever. In addition to the regular cable release outlet, the No. 3 and 4 Acmes are equipped with a special fitting for synchronized flash equipment.

Send for folders with prices and details on Ilex Shutters, Lenses and Accessories, ILEX OPTICAL CO., Dept. 5, Rochester, N. Y.



## Did you know that

You can get soft prints from hard paper? Just immerse the paper before development for 3 minutes; dilute solution of potassium bichromate, to which have been added a few drops of strong ammonia. For hard prints on chloro-bromide paper, add sodium chloride and potassium bromide to a strong D-72 solution. Or use your customary developer and add a spoonful of trisodium phosphate to a trayful. Remember, however, that this mixture will not retain its properties very long.

An excellent bleach for sulphide toning is bromine water? Keep it in a glass-stoppered bottle.

Slightly overtimed enlargements may be sharpened up by immersing them in a lemon-yellow solution of potassium ferricyanide? Add crystals of hypo to equal the amount of cyanide. However, an excess of hypo does no harm; so don't bother weighing.

You can bring out full detail in your negatives this easy way: Place your negative in an amidol developer for 30 seconds, then in plain water for 2 minutes. Try repeating this procedure three times. That usually suffices.

You can weigh with coins? Some helpful equations: half-a-dollar equals 200 grains; a quarter equals 100 grains; a penny equals fifty grains; and a ten-cent piece equals forty grains. So, two fifty-cent pieces and a ten-cent piece are accurate enough to use as a one-ounce weight. Another method is to cut a set of weights out of sheet lead—cut to the amount of carbonate in your formula.

You can dry negatives quickly by immersing for a minute or two in a weak solution of alcohol, then in fifty-fifty alcohol, then in full strength alcohol? If you're trying this for the first time, use a not-too-valuable negative. Unless you are sure that the alcohol is good, you may get a white mess when you add water.

An excellent diffusion screen for your Photoflood reflectors may be effected by fastening tracing cloth or traceolene to embroidery hoops of large diameter? An ordinary film-clip fastened to the hoop will do the trick.

To enlarge a small film which shows abrasion marks, mount it in glycerin.



## Plenty Blitz

The sale of photolamps climbed 30% during 1940. Upwards of 4 million more lamps were used than in 1939; the total exceeds 18 million, more than double the consumption for 1937.

Annual figures of total lamps sold give a clear picture of the increasing use of artificial light for photographic purposes:

1930.....	461,000	1936.....	6,330,000
1931.....	2,277,000	1937.....	8,688,000
1932.....	2,485,000	1938.....	11,315,000
1933.....	2,678,000	1939.....	14,000,000
1934.....	3,543,000	1940.....	18,200,000
1935.....	4,752,000		



## Farmer's Reducer for X-Ray

Radiographs that are too dark can be lightened by treatment with Farmer's Reducer.

### SOLUTION A

Pot. Ferricyanide ..... 1/4 oz.  
Water to make..... 32 ozs.

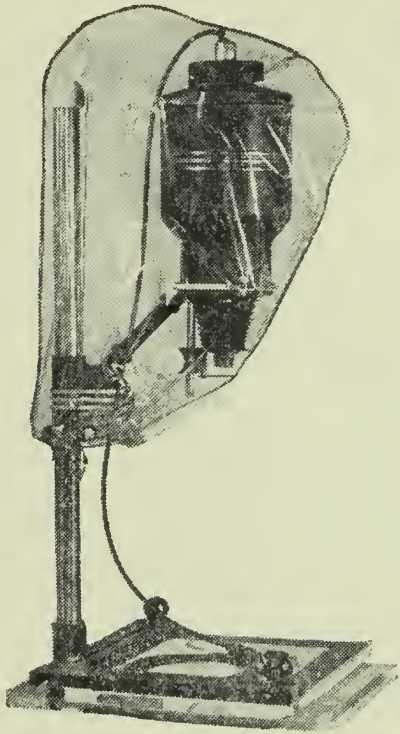
### SOLUTION B

Sod. Thiosulphate (Hypo).... 6 3/4 ozs.  
Water to make..... 32 ozs.

To lighten an over-developed radiograph, treat the film for 1 to 4 minutes in Solution A (65°-70° F.), then for 5 minutes in Solution B. Wash thoroughly before drying.

To correct for over-exposure, proceed as above but use Solution A at half strength, i.e., one part Solution A plus one part water.





## PLIOFILM ENLARGER COVERS

Protects enlarger from dust and moisture.

Prevents metal parts from tarnishing. Acid and stain resistant.

100% transparent.

Non-inflammable.

Silk draw cord closure at bottom, with convenient hanging loop at top.

Made of durable Pliofilm with extra seam construction. Tear and puncture resistant.

Available in 3 sizes, to fit all enlargers.

No. 1—23x30 $\frac{1}{2}$ —For Regular Enlargers....\$1.00

No. 2—31x34—For Over-Size Enlargers..... 1.50

No. 3—32x44—For Solar and similar  
Enlargers ..... 2.00

*Dealer orders invited.*

**NEW!**

**FASTER!**

**BETTER!**



## JACKSON ELECTRIC PRINT DRYER

*Dries Prints in FIVE MINUTES*

Gives you smoother, better prints at a fraction of the cost of commercial prints. Has many quality features found only in high priced professional equipment. Now offered at a *sensationally low price!*

- ACCOMMODATES TWO 8x10 PRINTS, one 11x14 print, or standard 10x14 Ferrotipe tin. Use Ferrotipe tin for snap-shots. Either glossy or mat finish obtainable.
- GENUINE ALCOA ALUMINUM PLATTEN . . . adjustable tension device, Armco steel base, baked Morocco finish, separate connection cord.
- UNIFORM HEAT AND PRESSURE . . . long-life heating element scientifically distributes heat to all parts of platten.
- VERY ECONOMICAL . . . consumes less than 300 watts, operates on AC or DC, 115 volts.
- Has many other quality features. Illustrated folder free upon request.
- COMES COMPLETE WITH CORD . . . ready to use as soon as unpacked. No extras to buy.

**Price only \$10.50**

## Business Success

ANYONE who wants to get ahead can learn much from observing the ways of successful corporations.

In the first place, successful businesses keep their premises clean. Shiftless independent merchants wonder why so many customers go to chain stores. Cleanliness is one of the principal reasons.

Anybody can keep his place of business clean and orderly, and if he does he will have taken an important step to insure survival.

Successful companies are thrifty. They look after their tools, oiling and repairing them regularly. They discard junk. When a machine approaches obsolescence they replace it promptly with a modern machine.

Successful companies so manage their affairs that they have ample funds for the conduct of their business. This permits the management to spend its time making money, instead of raising money.

"I can't do things that way because I'm too small," complains the unsuccessful business man.

What he should say is, "I'm too lazy, shiftless, indifferent and stupid to do things that way."

Laws against bigness won't save the little man from his personal failings.

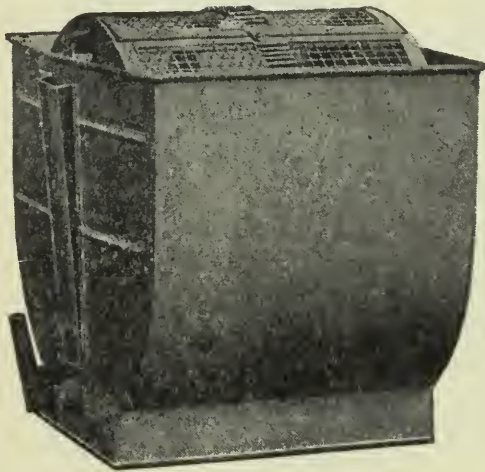
## Events in May

- 1 May Day or Child Health Day  
Straw Hat Day
- 1-7 National Egg Week
- 1-10 National Hardware Spring Open House
- 4-11 National Music Week
- 5-11 National Restaurant Week
- 10-17 National Golf Week
- 11 Mother's Day
- 11-17 Raisin Week
- 12 National Hospital Day
- 12-18 Peace Week
- 16-24 National Cotton Week
- 17 End of Spring Semester — University of California
- 18 International Good Will Day
- 18-24 National Foreign Trade Week  
National First Aid Week
- 18-25 National Poetry Week
- 20-30 Buddy Poppy Week
- 22 National Maritime Day
- 24 University of California Commencement
- 24-31 National Tennis Week
- 30 Memorial Day (Stores closed)



## Rex Automatic Print, Film and Plate Washer

This washer does not require attention while in operation. All sizes and weights of prints and films may be washed at the same time. It will run with 15 to 20 pounds water pressure—the water that is used to wash the prints also runs the machine.



The prints and films are enclosed in a cylinder. The water is forced up from the bottom of the tank and strikes the cylinder or cage. The prints or films, cylinder and water all revolve at the same speed. The prints are washed by a continuous flow of water. The cylinder or cage is raised and the water is drained without touching the prints. The water is constantly changing. A special attachment for washing plates is available.

No.	WASHER SPECIFICATIONS		
4	6½x 8½	or 200—4x6	\$15.00
5	10 x12	or 300—4x6	20.00
6	11 x14	or 400—4x6	25.00
7	16 x20	or 600—4x6 or 125—8x10	30.00
8	18 x22	or 800—4x6 or 200—8x10	35.00

## Roll Film Hanger

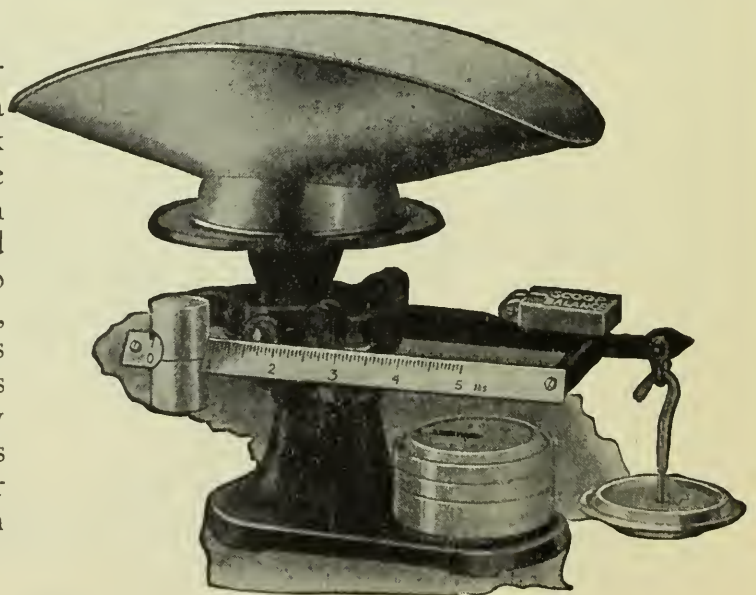
For suspending roll film Pack Developing Hangers in deep tanks. Made of incorrodible metal. No. 1 is for the 8-inch tank, No. 2 for 10-inch tank, No. 3 for 12-inch tank, No. 4 for 11-inch tank, and No. 5 for 9½-inch tank.

Film Hangers, each.....\$0.35

## Soda Scale

These scales are ideal for photographers who desire a scale for weighing out bulk chemicals such as sodas. The scale can be used with tin scoop or with only the round metal platform. The scoop measures 14½ inches long, 7 inches wide, and 4 inches deep. The brass beam is mounted at an angle for easy reading. Detachable weights are nickel-plated and other metal parts are finished in black enamel.

Soda Scale . . . \$10.50



# Elimination of Hypo From Photographic Images

EDITOR'S NOTE: *The following information regarding the effect of incomplete elimination of hypo from negatives and prints, and the recommended hypo eliminator, is the work of J. I. Crabtree, G. T. Eaton, and L. E. Muehler of the Kodak Research Laboratory. The complete paper on the subject was printed in the Journal of the Photographic Society of America, November, 1940.*

\* \* \*

**I**T is very difficult, if not impossible, to remove the last traces of hypo from photographic papers by any known procedure of washing. The sulfur in the residual hypo, especially under abnormal temperature and humidity, ultimately combines with the silver image to form yellowish-brown silver sulfide. This phenomenon is known as silver sulfiding or "fading" of the image.

Chemical methods of hypo elimination have been proposed from time to time, but the majority of these have not been satisfactory because they leave substances such as thionates in the photographic material. These are as difficult to wash out as hypo, and they also tend to sulfide or fade the silver image.

A new hypo eliminator is recommended, consisting of two volatile chemicals, hydrogen peroxide and ammonia. This eliminator oxidizes the hypo to sodium sulfate, which is inert and soluble in water, while any excess eliminator evaporates on drying.

Two formulas and treatments are proposed: (1) Complete elimination of hypo, for use by the photographer and photo finisher who demand the highest standard of photographic quality in their prints. (2) Almost complete elimination of hypo (less than

0.01 milligram per square inch). Since the conditions to which prints will be subjected are rarely known in advance, use of the complete elimination treatment is advised in all cases.

## WHY SILVER IMAGES FADE

In the processing of photographic materials such as gelatin silver emulsions coated on paper, film, or glass supports, if, after fixation, the hypo is not completely eliminated from the material by washing or other means, the image will tend to fade in time, especially if subjected to high temperature and humidity.

This fading is the result of the conversion of more or less of the silver image to silver sulfide by the sulfur present in the residual hypo. The hue of the image changes, first to yellowish-brown, then to yellow and, in most cases, there is a yellowing of the white portions of the image. This yellowing of the highlights is the result of an exhausted fixing bath or insufficient fixation. Thereby, complex silver-sodium thiosulfates are retained and, under certain conditions, decompose to give yellow silver sulfide.

In addition to attack of the silver image by hypo within the gelatin layer, many external agents are also harmful. The worst of these is hydrogen sulfide, which is present in coal gas (illuminating gas). High humidity and temperature accelerate this reaction tremendously. Sulfur dioxide and other acid gases, in the absence of hypo, affect the image much less than hydrogen sulfide.

The rate at which a silver image fades depends upon many factors, including (1) the concentration of hypo or tetrathionate in the image layer, (2) the concentration of hydrogen sulfide

(Continued on Page 13)



## War Photos 4 Miles Up

THE cameraman in this war has his troubles, because anti-aircraft fire has driven him up four miles or more—a mile or two was high enough in the last war.

Long-range lenses are needed; focusing must be more accurate; bigger cameras are installed, more than one in a plane; automatic mechanisms are more complex; vibration, tremendous speed, and freezing at altitude—these are some of the difficulties.

Heating the cameras overcomes freezing, panchromatic films counteract cold and speed, night photos with wide lenses and flash bombs are made up to 4,000 feet, low-flying pictures are made up to 250 miles an hour.

Speed in developing and printing calls for machines that turn out important military prints quickly, often as many as 500 an hour in a rush.



## Here It Is

### Pako Electrogloss Dryer Gas Heated Model

Perhaps you who have considered the purchasing of the well known Electrogloss Dryer will recall that heretofore this accessory has been available in the electric heated model shown for the first time at the San Francisco Photo Finishers convention in March.

The Electrogloss Dryer is now available as a gas heated unit. The Dryer contains thermostat cartons of heat and all the desirable features which make this electric heater model so popular. The gas heated model is available from our stock and is priced at \$270.

All Pako equipment and similar appliances can be purchased on terms of monthly payments which will be arranged to suit your convenience. Do not wait too long to make that contemplated installation. Enjoy the advantages of Pako equipment.

## Hammer's New President

AT the annual stockholders meeting of the Hammer Dry Plate & Film Co., MR. D. CRAIG DAILEY was unanimously elected president. Mr. Dailey has been associated with manufacturers of photographic material for 45 years. For the past 8 years he has been in charge of production for Hammer.

\* \* \*

The state of Colorado has ruled that the state sales tax applies to the sale of blood for transfusion purposes.

Just an indication of what the taxpayer may expect in the future.

\* \* \*

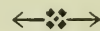
The Lafayette Studio is now located at 2470-19th Street in San Francisco. For many years the Lafayette Studio was one of the familiar sights in the downtown district on Grant Avenue. The new studio is nicely furnished.

\* \* \*

MR. CLAY COOK, formerly located in Salinas, has taken over the Cook Studio in Hollister. ORVAL and KAY COOK, formerly located in Hollister, have taken over the former Jeffery's Studio in Salinas. The Cooks are brothers.

\* \* \*

ARTHUR KAISER, who formerly operated his studio in Santa Maria and more recently for a short time in Placerville, is now established at 240 Main Street in Salinas.



## Master Touch

### RETOUCHING FLUID

### REDUCING PASTE . . OPAQUE

If you have never used any of these Master Touch products try them now. Satisfied customers are our best advertisement.

#### MASTER TOUCH

Retouching Fluid, 2-oz. jar.....	\$0.50
Reducing Paste, 2-oz. jar.....	.50
Opaque No. 0, 1 oz.....	.50
Opaque No. 1, 2½ oz.....	.50
Opaque No. 2, 7½ oz.....	1.00
Opaque No. 3, 20 oz.....	2.00

## HYPO ELIMINATION

(Continued from Page 11)

and other acid gases in the atmosphere, (3) the grain size of the silver image, and, (4) the temperature and humidity of the air in which the prints are stored or displayed.

Tests show that the degree of fading in a given time is roughly proportional to the concentration of residual hypo, up to a certain limit, and a concentration as low as 0.005 milligram per square inch may cause fading with fine-grained images, especially in the case of papers.

An increase in the humidity, temperature, or both, accelerates the rate of fading, and a combination of humidity and high temperature, which usually exists in tropical countries, is fatal to a print containing hypo. The presence of saline matter and acid gases in the atmosphere also tends to increase the rate of fading.

Since sulfiding or fading of the image must necessarily take place initially at the surface of the image grains, fine-grained emulsions will fade much more rapidly than coarser-grained emulsions. Chloride paper emulsions, therefore, give images which are much more susceptible to fading than bromide emulsions.

Sodium thiosulfate (hypo) oxidizes when exposed to the air, with the formation of thionates and some sulfate. Certain recommended hypo eliminators oxidize hypo to sodium tetrathionate, but the presence of this compound (and probably other thionates) is harmful because it causes sulfiding of silver images almost as readily as hypo.

### ELIMINATING HYPO BY WASHING

Thorough washing of photographic materials has always been stressed, but the importance of removing the last traces of hypo has often been underestimated.

*Negatives.* It is preferable to have a sufficient volume of water run over the material to remove the hypo from the surface of the emulsion faster than

the hypo diffuses out. When washing in a tray, the water must be changed often and the negatives agitated continually. The most important factors affecting the rate of washing films are the temperature of the wash water and the composition of the fixing bath.

A change in temperature from 48° to 65° F. increases the quantity of hypo removed in a given time of washing by about 33 per cent, whereas increasing the temperature from 65° to 80° F. almost doubles the quantity of hypo removed. A temperature of 60° to 70° F. is recommended in view of the danger of swelling and softening at higher temperatures.

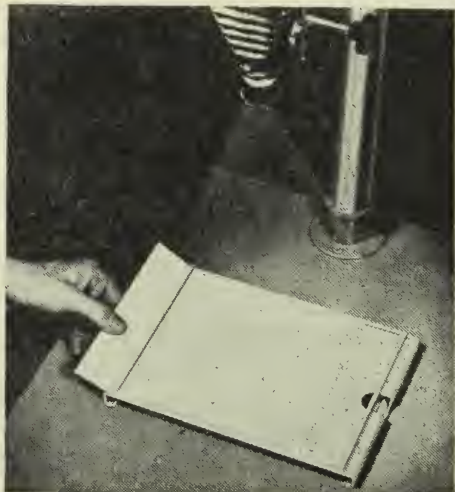
*Prints.* Thorough washing of prints is much more important than thorough washing of negatives because fine-grained paper emulsions fade much more readily and, in some cases, in the presence of as small a quantity of hypo as 0.002 milligram per square inch. Not only is the image more susceptible to fading, but relatively high concentrations of hypo are usually retained in the print. This retention of hypo is due to the paper fibers and baryta coating. As traces of hypo are retained in prints (especially with double-weight stock), even with long times of washing with an ideal stream of pure water, it is apparent that the thiosulfate ion is probably mordanted or adsorbed to the fibers and baryta.

As in the case of negatives, and assuming ideal washing, the two most important factors to be considered in the elimination of hypo from prints are the temperature of the wash water and the composition of the fixing bath.

In a test, single- and double-weight papers were washed for 20 hours, but the curves indicate that maximum elimination is approached after 1 or 2 hours. The very great effect of temperature of the wash water is evident for the shorter times of washing but

(Continued on Page 15)





## SPEED-EZ-EL

ALL METAL . . .  
FASTER, EASIER TO USE  
. . . NO ADJUSTMENTS

Makes more prints in less time. COMPACT, no larger than the paper itself, gives the "SPEED-EZ-EL" shiftability that permits many compositions from a single negative — beautiful enlargements from any part of the negative —and angle prints from straight negatives.

Paper is inserted at either end, eliminating lifting and adjusting border clamps.

Thumbholes permit easy removal of paper from the easel after exposure and centering of paper at crossbars.

Non-skid rubber on the base holds easel firm and prevents scratching and marring of the enlarger base.

Sturdy ALL METAL construction, spot welded for durability.

Provides even  $\frac{1}{8}$ -inch borders all around (NO TRIMMING REQUIRED) —border flange holds paper flat.

CRITICAL FOCUSING directly on the easel WITHOUT EYE STRAIN, due to special BAKED MATTE FINISH that reflects the image without the slightest glare.

### Available in 5 Sizes at New Low Prices

2 $\frac{1}{2}$ x 3 $\frac{1}{2}$ .....	.60
3 $\frac{1}{2}$ x 5 .....	.75
4 x 5 .....	.75
5 x 7 .....	1.00
8 x 10 .....	1.50

AN EXCELLENT ARTICLE FOR RESALE

Order today from HIRSCH & KAYE

## HYPO ELIMINATION

(Continued from Page 13)

is not so great for the longer washing.

It is interesting to note that washing for as long as 20 hours did not eliminate the last traces of hypo in either single- or double-weight papers. And the quantities of hypo retained after prolonged washing are sufficient to produce fading under certain conditions. This proves that the use of a hypo eliminator is a necessity if the highest degree of permanence is desired.

### HYPO ELIMINATORS

Many chemical treatments have been proposed to assist in the elimination of hypo, or to make photographic prints permanent, but none of these recommended treatments have been sufficiently effective to eliminate the hypo completely without detriment to the silver image of the print.

With the peroxide-ammonia formula which follows, and which will be known as Kodak HE-1, complete hypo elimination is effected, without prolonged washing, if the instructions are followed carefully. The time is little longer than is now in practice with many careful workmen.

#### KODAK HE-1, HYPO ELIMINATOR FOR PROFESSIONAL USE

	<i>Avoirdupois</i>
Water .....	16 ounces
Hydrogen Peroxide (3% solution).....	4 fluid oz.
Kodak Ammonia (3% solution).....	3¼ fluid oz.
Water to make.....	32 ounces

To make 3% ammonia, dilute 1 part of 28% ammonia with 9 parts of water.

*Directions for use:* Wash prints for about 30 minutes at 65° to 70° F. in running water which flows rapidly enough to replace the water completely every 5 minutes. Then immerse prints for about 6 minutes in the Kodak HE-1 Solution at 70° F., keeping the prints separated. Finally, wash 10 minutes before drying. Fifty 8 x 10-

inch prints, or their equivalent in other sizes, may be treated in one gallon of solution.

*Test for Hypo:* Process with the batch of prints an unexposed white sheet of photographic paper. After the final wash, cut off a strip of this sheet and immerse it in a 1% silver nitrate solution for about 3 minutes; then rinse in water and compare, while wet, in subdued light, with the untreated portion. If the hypo has been completely removed, no color difference will be observed. A yellow-brown tint indicates the presence of hypo. Avoid direct contact with the silver nitrate solution as it will stain the skin black.

For water temperature lower than 65° F., increase the washing time. For double-weight prints, double the washing time.

A positive test with silver nitrate may be obtained, in the absence of hypo, if hydrogen sulfide or wood extracts are in the water supply.

#### KODAK HE-2, HYPO ELIMINATOR FOR PHOTO FINISHING

	<i>Avoirdupois</i>
Water .....	10 ounces
Hydrogen Peroxide (3% solution).....	16 fluid oz.
Kodak Ammonia (3% solution).....	3¼ fluid oz.
Water to make.....	32 ounces

To make 3% ammonia solution, dilute 1 part of 28% ammonia with 9 parts of water.

*Directions for use:* Wash the prints for about 15 minutes at 65° to 70° F. in running water which flows rapidly enough to replace the water in tank or tray completely every five minutes. Then immerse prints for about 5 minutes in Kodak HE-2 Solution, keeping prints continually separated, and finally wash for 10 minutes before drying.

When using a Pako Print Washer, replace the water in the second wash

(Continued on Page 17)



# Sussman Mounts

## Kelvin Easel

Creation Coated Duplex Cover and Insert Stock—  
Serrated Edge Underlay—Slip-in Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	List Price per 100
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 6.25
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	7.75
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	9.25
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	10.50
8x10	10 x13 <sup>1</sup> / <sub>2</sub>	17.50
10x8	12 <sup>1</sup> / <sub>2</sub> x11	18.00
<b>KELSEY</b>		
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 4.50
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	5.75
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	7.25
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	8.25

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6  
and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## Falcon Folder

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 5.75
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	6.25
4 x 6	7 x10 <sup>5</sup> / <sub>8</sub>	9.00
5 x 7	8 x11 <sup>3</sup> / <sub>4</sub>	10.00
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	10.50
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x12 <sup>1</sup> / <sub>2</sub>	12.50
8 x10	10 <sup>3</sup> / <sub>4</sub> x14	14.50
10 x 8 Group	13 x11 <sup>5</sup> / <sub>8</sub>	14.50

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

“Sussman Mounts Are Paramount”

## Hypo Elimination

(Continued from Page 15)

tank with Kodak HE-2 Solution, and process prints as usual.

About 320 4 x 5 prints, or their equivalent, may be treated in one gallon of the solution.

Use same hypo test as recommended for Kodak HE-1 Solution.

Prints will occasionally show a slight change in tone, but not as much as that produced by ferrotyping and therefore practically negligible. To prevent this slight tone change on professional papers, add 60 grains of potassium bromide to each gallon of HE-1 bath.

If there is a slight yellowing of the whites, undetectable on buff papers, this may be minimized by putting the prints in a 1% acetic acid solution, or a 1% sodium sulfite solution for about 2 minutes, immediately after treatment in the HE-1 or HE-2 Solution and prior to the final washing.

If prints show a slight tendency to stick to a hot belt dryer, they should be bathed, prior to drying, for 4 or 5 minutes in a 50% denatured alcohol solution. A 2% potassium alum solution is an effective hardener but requires a rinse of several minutes in water after the treatment. Excessive temperatures of ferrotype drum dryers should be avoided. A clean drum surface is absolutely essential as a sticking preventive in the case of peroxide-ammonia treated prints.



## Will ANY Carbonate Do?

The Difference in Sodium Carbonates

SOMETIMES we are asked, "Is your Photo Carbonate of the same strength as the anhydrous brands?" We answer "No" because that is the correct answer; but, as a matter of fact, if the anhydrous carbonate is exposed long enough, it will become a

monohydrated salt, in which case the answer would then be "Yes." This is the reason. Theoretically an anhydrous Sodium Carbonate is 100%  $\text{Na}_2\text{CO}_3$ . In actual practice it runs 98% or less. The reason for this variation in strength is that this anhydrous form absorbs water from the air upon standing, finally stabilizing at approximately 85%  $\text{Na}_2\text{CO}_3$ , which is the monohydrated salt.

The Photographer using such an article is therefore faced with the problem of employing, in a very delicate chemical reaction, a product of uncertain strength. It may be anywhere between 98% and 85%, depending upon the conditions to which the goods have been exposed and the length of time the package has been in stock. In addition, it is possible that the top and bottom of the same package may be different in strength due to exposure, which, of course, varies the energy of the developing solution.

This same difficulty has been experienced by users of the Sodium Carbonate Crystals. In this case the crystals dry out or lose water from a theoretical content of 37%  $\text{Na}_2\text{CO}_3$ , eventually reaching approximately 85%, the monohydrated form.

For the best operation to secure negatives of uniform density and printing qualities so that prints are obtained of uniform color and contrast when using a standard time for their development, the Monohydrated Sodium Carbonate should be used. It will give a developing solution of uniform action lot after lot because it is of the same strength at all times—85%  $\text{Na}_2\text{CO}_3$ , the point at which the water content may be said to be in balance.

Once developing formulas are adjusted to the Monohydrated Carbonate, this uniformity of action and results will be a matter of routine.



# KALART Introduces NEW COMPAK SPEED FLASH!

. . . the Speed Flash thousands of camera fans have long awaited . . . a low-priced Speed Flash for low-priced cameras.

Every now and then a new product comes into retailers' hands — with a wide-open market *waiting* for it!

Such a product is the NEW Kalart Compak Speed Flash. Here is a *quality* Speed Flash designed for people who own inexpensive cameras — selling at the amazingly low price of \$6.95!

Now—these thousands of prospects can enjoy the thrilling adventure of Speed Flash photography and become more profitable customers for you through the purchase of lamps, bulbs, more film, more finishing, etc.

The COMPAK is designed for use on low-priced Kodak, Agfa and other folding cameras fitted with pre-set automatic (self-setting) shutters. Such shutters generally have top speeds not exceeding 1/100th sec. Many of these cameras could never be synchronized before.

The Battery-Flector unit of this synchronizer — designed for use with midget bayonet-base low-priced flash lamps only—comprises Kalart's popular Concentrating Reflector with its exclusive bulb ejector, and a built-in battery holder containing two standard size batteries. With this unique new Kalart Passive Synchronizer unit — perfected by Kalart engineers — your customers will get "perfect" flash shots the first time and every time thereafter.

## Look at these features!

1. SMALL—Fits in your pocket — even with a dozen bulbs.
2. LIGHT—Weighs only 8½ ounces complete.
3. MODERN—Uses midget bulbs only (Mazda & G. E. No. 5, Wabash Press 25).
4. CORRECT DESIGN — Reflector designed in accordance with the recommendation of the Mazda lamp manufacturers.
5. PASSIVE SYNCHRONIZER UNIT — Operates on new automatic "gentle-action" principle.
6. BATTERIES—Standard medium round type, sold everywhere. No electric solenoids to cause battery drain.
7. EXTENSION BRACKET — Aluminum. Adjustable. Positions light correctly.
8. COMPLETE — The \$6.95 price includes everything.

## IMPORTANT

The Passive Synchronizer unit supplied with the Compak Speed Flash at \$6.95 will not operate set-and-release type shutters (Compur, Supermatic, Kodamatic, etc.). For these shutters sell the Battery-Flector unit with the regular \$8.00 Micromatic synchronizer unit.

---

*The all-in-one Battery Case and Reflector Unit of the Compak is called Battery-Flector. The Passive Synchronizer Unit as well as the regular Micromatic Synchronizer Unit (tripper) is interchangeable with all Kalart battery cases.*

---

## The COMPAK Passive Speed Flash works with MAZDA SM bulb!

The Passive Synchronizer Unit as supplied with the Compak may be used with any of the three battery case combinations — namely, the Compak, the Master, or the Standard. Since the greatest majority of these units is sold with the Compak complete at \$6.95, the two generally go together.

The Compak was designed, after intensive field surveys, etc., exclusively for the midget bayonet-base bulbs and is the only Synchronizer for those bulbs having a reflector designed by the lighting engineers.

## Is This Justified?

THE current number of *Popular Photography* contains information which is interesting in more ways than one.

We hear a lot about shortage of metals, scarcity of tool makers, and other serious conditions which are involved in the National Defense program. We learn and can readily see by illustration and listing that there are 239 different models of cameras available in the market today, including 43 different models of motion picture cameras, 107 different models of enlargers well distributed. We could go on and list the unbelievable and unknown number of exposures, meters, synchronizers, and gadgets. It is no wonder that there are times when we feel it advisable to tell a customer that a certain camera or exposure is not included in our stock. No firm would be justified in trying to carry a complete assortment.



## Wabash Data Bulletin

An informative four-page bulletin on Wabash Super Flash and Super Flood Lamps is now available. It contains the latest information on exposure, selection of the right bulb for any assignment and classification of films.

If you desire a copy, ask us for SF & K bulletin No. 532-D.



## MOTHER

Our baby hand reached to her  
When first we learned to walk,  
Our baby eyes turned to her  
As she taught us to talk.

Our manhood thoughts go to her  
As troubles block our way,  
Her faith and love and patience  
Makes bright our every day.

## Sodium Thiosulfate

(Hypo)

Chemical formula:  $\text{Na}_2\text{S}_2\text{O}_3 \cdot 5\text{H}_2\text{O}$

*Characteristics* — Sodium Thiosulfate, commonly known as "Hypo," has been used as a fixing agent in photography for more than half a century.

Hypo is used to remove the unexposed silver from the negative or print. It combines with the unexposed silver salts to form soluble complex compounds.

While plain hypo solutions have a satisfactory fixing action, their useful life is short and they are quickly contaminated by the solutions brought over from the developer. For this reason, most hypo is used in a so-called acid hardening fixing bath, which, in addition to hypo, contains Acetic Acid to neutralize the alkali from the developer and Sodium Sulfite to prevent the decomposition of the hypo. Alum is also added as a hardener for the gelatin.

Acid hardening fixing baths are probably the most carefully balanced chemical solutions which the photographer compounds. Instructions given in the formulas must be followed accurately in order to obtain satisfactory results.

*Description*—Sodium Thiosulfate is supplied in two forms for photographic use: HYPORICE, rice-sized crystals, easy to pour and dissolve; and Sodium Hyposulfite Photo Pea Crystals. Both dissolve quickly and make clear solutions that keep well under normal conditions.

*Storage*—As seen by the formula, "Hypo" contains five molecules of water, and is consequently difficult to handle in storage. In dry atmosphere it will become whitish because of loss of moisture. In damp atmosphere the crystals will become glistening and will cake because they take on moisture. It should be stored where the temperature is fairly uniform and where the atmosphere is dry.



# TAKE YOUR PATRONS TO HOLLYWOOD...WITH THE LITES THE MOVIES USE

Give them the styles popularized in every magazine. All young women — from 16 to 60 — are sold on modern lighting which accents youth and beauty, emphasizes hair and glamourizes eyes. Make these wanted styles which put life into your showcase and give you more to sell.

Modern lighting flatters — church mouse or Grand Dame. And you'll be sure of live, wide-awake expressions when you and your subject "have fun" with movie lightings.

## THE BEATTIE SUPER BOOM-LITE

Originated by Beattie, Boom-Lite is the most versatile tool the photographer can use. This power fresnel spot adjusts from floor to twelve feet high; from directly over base to far out over subject. Place directly over the lens for brilliant high keys; directly overhead for controlled top lighting of the party "hair-do"; from above and behind subject for a superior form of backlighting. It's surprisingly easy to develop new styles when you have the Boom-Lite. Boom-arm is adjustable — extends from 3 to 5½ feet from center of stand, slides back and forth in quadrant to vary center of gravity. Two section riser extends from 4 to 7½ feet. Boom tilts through 160 degrees, rotates through a full circle. Lamphead swivels to every conceivable angle. Stable at full extension — compact enough for the smallest studio. Constructed of finest materials to highest machine standards. This is no ordinary lamp, yet is priced complete with globe and all accessories at only \$88.00.

## THE BEATTIE SUPER HI-LITE

The lamphead of the Boom-Lite mounted on a top quality stand of conventional design. This streamlined spot-flood combines the high efficiency of a fresnel lens with a spherical reflector to produce a beam candlepower three times that of ordinary spots consuming same current. Focuses from an intense beam to a broad, soft-edged flood; from an 18-inch spot to a 9-foot circle at 10 feet distance. Plenty of punch and covering power for full lengths. Three-section stand equipped with base-post adjusts light center from floor to 9 feet. Price complete with 500-watt globe, fluorescent filter and spun glass diffuser, only \$45.00.

## THE HOME PORTRAIT LITE

Five 15-watt tubes backed by genuine Alzac reflectors provide speed and covering power for home portrait sittings. Because it is highly directional, it is ideal for shadow illumination in both conventional and modern lightings. Complete with G. E. tubes and three-section folding stand, \$47.50.

DETAILED DESCRIPTION SENT ON REQUEST

*Budget terms arranged as desired.*

## Expression

**W**HATEVER career a young man plans to pursue, it is most important that he learn to write and speak well. Next to knowing, the ability to impart knowledge is most important.

Engineering schools are tardily acknowledging that their graduates are handicapped by crude grammar and rhetoric. The summary of a study that may have required months to complete is often presented in a report to which the employer can give only an hour's time. If the report is made in vague or unintelligible language, the executive will inevitably give the investigator a low score.

What is true of reports is also true of letters. Two-thirds of the correspondence that passes over a business man's desk in a day is unnecessarily verbose and indirect. It fails to get to the point quickly and to stop when the message has been delivered.

Millions of dollars are wasted yearly by men who travel to make simple statements which could adequately be expressed in letters. The fear that the letter will not do the job is based on a conscious inability to write an effective letter.

### Jack Abrams

Many people who have attended the recent conventions of the Master Photo Finishers will be shocked to know that Jack Abrams, the convention manager, has died. He passed away suddenly at his home on April 9.

At the time of his death he was 44 years of age. He was born in Rumania and entered the United States at a very early age. He owned his own studio in Salina, Kansas, until about ten years ago, when he came West to accept employment with Paramount Studios as a cameraman. Later he was connected with Bill Evans' Camera Shop in Santa Barbara. From there he went to Stockton where he was closely associated with Nathan Reiman and thus became active in association and convention matters.

He is survived by his wife, Henrietta Abrams, and two daughters. Successful management of recent conventions will serve as a reminder of a man who had ability.

### Kalart Display Units

In order to popularize the new Kalart Compact Synchronizer, we are able to furnish an attractive counter and window display unit. A display is available to every camera shop owner who orders Kalart Synchronizers from us. If you sell Kalart Synchronizers you will want to order one.



### Speculation

If a photographer finds a dwelling house going up in his neighborhood, it's not much trouble to slip around there just when the framework has been completed. Later the new owner will be glad to buy the views, which show the exact position of joists and beams. That's useful information when he comes to make later improvements or alterations, wiring, piping, work of that kind.

The builder or contractor may prove to be a customer, too. Because, if he has done an honest, conscientious job, the framework photograph will prove it





★ **FOR ACTION SHOTS**

Speed of *f*4.5 yields sharp, clear action shots, even indoors and on dull days.



★ **FOR HOME PORTRAITS**

True perspective, moderate focal length and speed produce excellent portraits in small rooms.

★ **FOR GROUP PHOTOS**

Anastigmatic correction and flat field assure group shots of detail and brilliance.



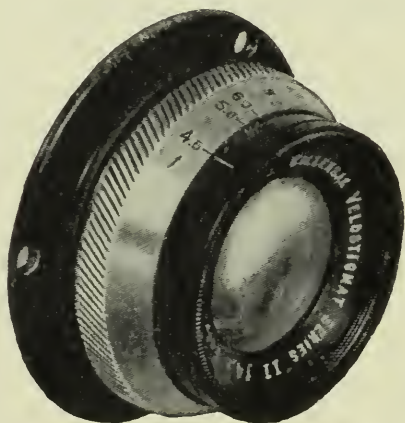
★ **FOR COPYING**

Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.\*



★ **FOR ENLARGING**

Speed and fidelity to detail give you surprisingly short exposures in making enlargements.



**SERIES II *f*4.5  
VELOSTIGMAT**

# AN ALL-ROUND HIGH SPEED ANASTIGMAT

The Series II Velostigmat *f*4.5 is one of the most versatile lenses for general studio and portrait work—with it your one camera virtually becomes five separate instruments. Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action shots. And so fine optically that it is regularly used for copying and enlarging.

The Wollensak Series II *f*4.5 incorporates modern advantages that will advance your artistry, help you get business.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.

# WOLLENSAK

**WRITE FOR  
FREE BOOK**

# SHATTER PROOF EQUIPMENT

## Trays - Graduates - Funnels - Thermometers

### TRAYS

Made of shatterproof plastic material in three marbelized colors, facilitating use of a tray of different color for each solution. Each tray has large pouring lip, and ribs on bottom to permit easy handling of prints and films.

4 x 6.....	\$ .20 each
5 x 7.....	.50 each
8 x 10.....	1.00 each

### GRADUATES

These resemble regular glass tumbler type measuring glasses but are lighter in weight. They are marked with double scale, regular and metric.

8 oz.....	\$ .40
16 oz.....	.60

### FUNNELS

Quite similar to glass funnels in appearance but much lighter in weight and durable. Ribbed for fast pouring.

1/2 pt.....	\$ .40
1 pt. ....	.60

### THERMOMETERS

A 3-purpose accessory — thermometer, stirring rod and pestle for crushing chemicals. Guaranteed accurate within one degree. Marked at 65 degrees for normal developing.

\$1.50

### A Suggestion for Users of Fluorescent Lighting

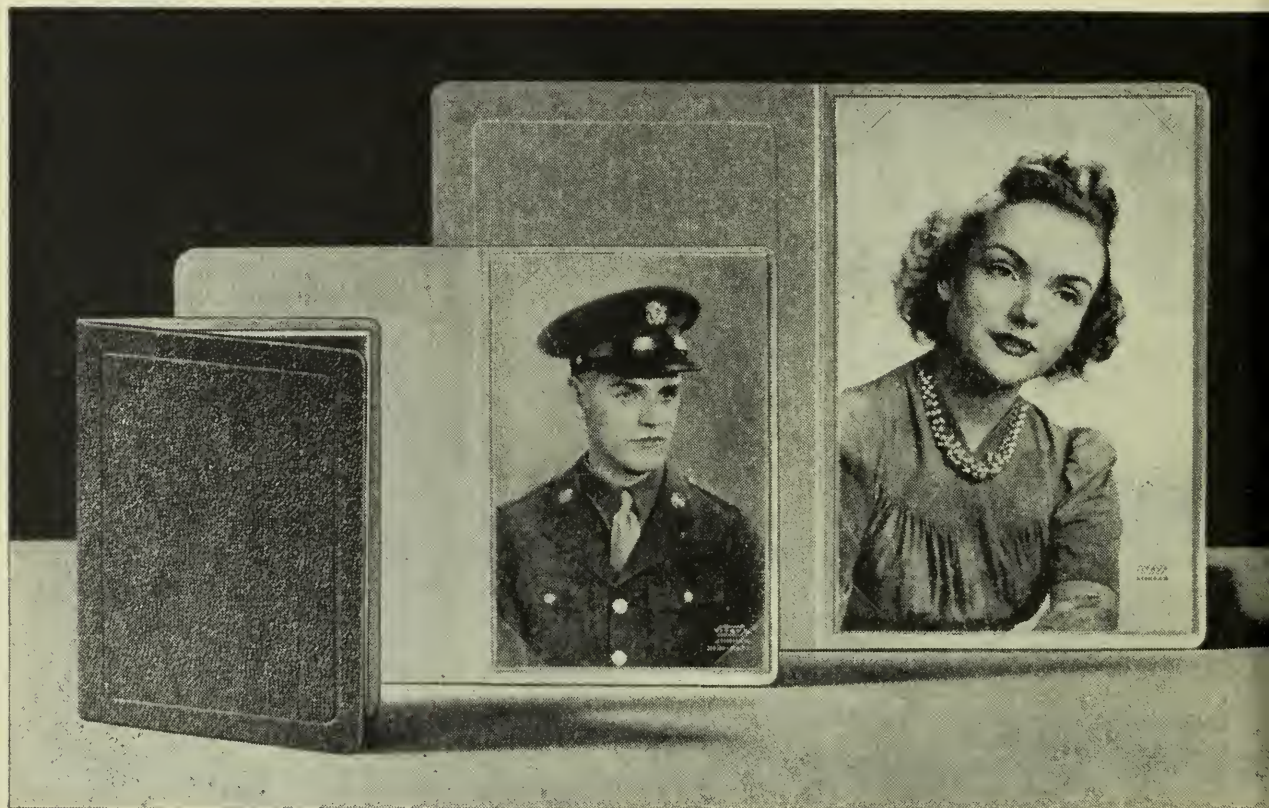
If you have been accustomed to working with incandescent lamps, it is suggested that you expose for the thinnest negatives that will stand up in printing and then carry development about 20% further. The resulting brilliance will produce a desirable skin texture impossible to obtain with other types of lights and the resulting negatives will require a minimum of retouching.

### Try to See It

An exhibition of camera work done by Johan Hagemeyer will be on display at the University of California Art Gallery, located near Sather Gate in Berkeley, will be open to the public until May 14. The Art Gallery is open daily, including Sunday, from 12 to 5 P. M. Photographers who can do so are urged to see Mr. Hagemeyer's pictures.



*It Fills the "Bill"*



## THE MILITAIRE

Especially designed as a mounter for service men for their favorite photograph. It fits the kit or pocket.

Small—durable—cover of red lacquered stock. Print is held in place by acetate corners.

Sizes: 3 x 4 — 3 x 4½ — 4 x 6.

Many studios will also find this style a splendid school picture mounter. It is ideal for exchange pictures—costs but little to mail.

Your stockhouse can promptly take care of your orders for this up-to-the-minute mounter.

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

*By Himself*

### Spring Is in the Air

Did you hear about the man who thought he'd like to make gardening his hobby?

He planted some 10-watt bulbs, hoping by fall to get some 75- or 100-watt sizes. During the summer there was a lot of lightning and all he got was flash bulbs.

\* \* \*

I went to church on Easter Sunday. Just before the service was over, the minister wished everybody a Merry Christmas and a Happy New Year.

He said this would be his last chance, as some of the people wouldn't be back till next Easter.

\* \* \*

Here's how the city of San Francisco can make some money. Wonder to me no lady thought of it before.

There's about 45 fire trucks in service and they seem to be kept pretty busy, especially downtown, where most people are. The space on the sides isn't used for much and that's where my idea comes in.

On both sides of each truck, there should be a banner, in big letters, reading like this:—

"Follow this truck to the latest fire sale."

Think of the advertising value for the successful merchant.

Sometimes, things don't work out right and there is no fire. In that case, reverse the sign so it will read:—

"Sale postponed. Watch for further notice."

There's one fly by night concern that deserves a lot of credit.

That's the R. A. F.

\* \* \*

I was down at the Public Library a few days ago to get a book on How to Sell. While I was looking around, a lady came in and said she wanted a book. "Something light?" said the clerk. She answered:—"Oh, I don't care—my car is outside."

\* \* \*

In the neighborhood theater where I live they have a slick way of getting the ladies to take off their hats. They have a sign that says:—"The management wishes to spare elderly ladies any inconvenience. They are invited to retain their hats."

\* \* \*

People talk the same language wherever you go.

At Cal-Stanford football games they say:—

Giv'em the axe—Giv'em the axe.

Over in Europe, you'll hear:—

Giv'em the axis—Giv'em the axis.

And in Washington:—

Giv'em the taxes—Giv'em the taxes.

\* \* \*

It's going to be patriotic to make the old car last a few years longer.

That's good news for photographers, but not so good for our salesmen.

JERRY.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## STUDIO FOR SALE

In theatre building on Main Street. Town of 7,000. Full price \$600.00. Established 8 years.

P. O. Box 376, Porterville, Calif.

## FOR SALE

Well established studio in Washington offered for sale because of ill health. Equipment is modern and ample and the price will be made right.

Box 2454

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## FOR SALE

Studio located in residential part of Berkeley. Equipment is high class and sufficient. Rent is reasonable.

Box 2391

THE FOCUS

## HOW ARE YOU FIXED FOR LAMPS?



HIRSCH & KAYE are distributors  
of lamps for every purpose.

## Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Terms of monthly payment arranged to suit your budget.

Lenses not specified in shutter, are in barrel mount.

- |  |  |
|--|--|
| <b>Schneider Angulon F6.8, 12 cm. lens</b> in barrel; looks like new.<br>Bargain Price .....\$45.00        | <b>Sigmar Portrait lens, 16-inch focus, F4.5</b> in Studio shutter.<br>Bargain Price .....\$85.00  |
| <b>Ross Homocentric F6.3 lens, 6½-inch focus,</b> in Acme shutter.<br>Bargain Price .....\$32.50           | <b>Ilex Anastigmat 7½-inch F7.5</b> in Universal shutter.<br>Bargain Price .....\$16.00  |
| <b>8½-inch F4.5 B &amp; L 1C Tessar Lens</b> in Barrel.<br>Bargain Price .....\$59.00                      | <b>Wollensak Verito, soft focus lens, F4, 8¾-inch.</b><br>Bargain Price .....\$29.50   |
| <b>Rodenstock Euryrnar 6½-inch F5.4 lens</b> in Autex shutter.<br>Bargain Price .....\$12.50               | <b>Wollensak 12½-inch F6.3 Velostigmat</b> in Optimo shutter.<br>Bargain Price .....\$52.50  |
| <b>6¼-inch F3.5 Cooke Lens</b> in Sunk Mount.<br>Bargain Price .....\$47.50                                | <b>Carl Zeiss Tessar 5¼-inch F4.5</b> in Compur shutter.<br>Bargain Price .....\$39.50   |
| <b>4⅜-inch Radar Extreme Wide Angle 110 Degree F16 Lens.</b> Will cover 5x7.<br>Bargain Price .....\$27.50 | <b>6⅜-inch F4.5 Kodak Anastigmat</b> in Barrel. Like new.<br>Bargain Price .....\$27.50  |
| <b>Schneider Xenar 11⅜-inch F4.5 lens.</b><br>Bargain Price .....\$110.00                                  | <b>Zeiss Tessar, 18 cm., F4.5 lens;</b> like new.<br>Bargain Price .....\$52.50  |
| <b>Steinheil 11" F6.8 Orthostigmatic lens</b> in barrel.<br>Bargain Price .....\$75.00                     | <b>Bausch &amp; Lomb Protar VII convertible lens</b> in Volute Shutter with filter. Consists of two 8¾" and two 11⅜" elements with focal length 5⅝, 6⅜, 8¾ and 11⅜ inches.<br>Bargain Price .....\$72.50 |
| <b>Cooke 6½" F2.5 lens</b> in barrel.<br>Bargain Price .....\$82.50  | <b>Leitzs 90mm. F4 Elmar Telephoto</b> for Leica.<br>Bargain Price .....\$75.00  |
| <b>Goerz 20" F4.5 Dogmar</b> in barrel.<br>Bargain Price .....\$85.00                                      | <b>Goerz 7" F6.8 Dagor</b> in Betax Shutter.<br>Bargain Price .....\$59.50   |
| <b>Goerz Doppel Anastigmat F6.8</b> of 14½" focus.<br>Bargain Price .....\$110.00                          |  |



# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**Beattie Automatic Twin Arc Lamp** on holding stand with casters. Regular ampere and no special wiring will be needed on the average circuit. Here is an excellent proofing lamp.

**Bargain Price** .....\$22.50

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**8 x 20 Corona View Camera**, with 22" bellows and one film holder supplied with 14½" Goerz Dagor lens in barrel.

**Bargain Price** .....\$150.00

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank**. Perfect condition.

**Bargain Price** .....\$4.75

**9½ x 17½ x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9½ x 17½ x 42" Stoneware** with top and bottle outlet.

**Bargain Price** .....\$15.00

**Pair of 14" Condensers** in mount with 8 x 10 and 5 x 7 negative carrier and ground glass between lens.

**Bargain Price** .....\$49.00

**5 gallon clear glass demijohn bottles.**

**Bargain Price** .....75c each

**Two Wood Trays**, 15 x 16½ x 2½. One for Hypo and the other for developer.

**Bargain Price** .....\$1.00 each

**Studio Stand** for lighting equipment. 7-foot height.

**Bargain Price** .....\$5.50

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

**One 20" diameter Lighting Reflector**, designed for 4 No. 1 flood lamps around the sides and 1 No. 2 flood in the center. Mounted on 7½-foot studio stand.

**Bargain Price** .....\$7.85

**Folding Studio Lens Shade**, complete with tan velvet and designed to be used with front of studio cameras.

**Bargain Price** .....\$1.50

# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description of illustration of any article gladly sent on request

Convenient terms of payment arranged as desired.

**8 x 10 Ansco Box Printer**, with 4 lamps, pilot light and plate glass. No masks are included. Looks like new.

**Bargain Price** .....\$26.50

**F & S Vignetter** in good condition. Designed for studio cameras.

**Bargain Price** .....\$6.50

**8 x 10 Wratten Safelite Lamp No. 1.**

**Bargain Price** .....\$7.50

**Baby Posing Chair.** Can be adjusted to any height.

**Bargain Price** .....\$3.50

**Cirkut Print Frame.** Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**10" Metal Print Trimmer.** Fine condition.

**Bargain Price** .....\$9.75

**B & H Ground Glass Motion Picture Screen,** 40½ x 30½. Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**Sterling Commercial Water Jacket** for 8 x 10 individual tanks.

**Bargain Price** .....\$9.50

**5 x 7 Dallon Developing Tanks,** with capacity of 6 films each.

**Bargain Price** .....\$6.50

**H. & K. Focusing Cloth.** 36 x 48.

**Bargain Price** .....75c each

**Art Reaves Twin Reflector Outfit,** with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

**Bargain Price** .....\$24.50

**Beattie Marguerite Arc Spot Light,** complete with 4 masks for creation of figured backgrounds, and mounted on caster stand. One of the finest spots ever made.

**Bargain Price** .....\$56.25

**Beattie Odetta Arc Lamp (Twin Arc),** with automatic carbon feed. Uses ½" carbons and requires circuit of 35 amperes or more. Actually burns much less after starting. Reflector is 42" wide and includes diffusion curtain. Looks like new.

**Bargain Price** .....\$65.00

**Beattie Arc Hi Lite Spot Lamp,** on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

**Bargain Price** .....\$39.50

**Sunray No. 10 Jr. Lamp,** on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Silvered Motion Picture Wall Screen,** 8 x 8 feet, of roller type, in metal case.

**Bargain Price** .....\$7.50

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

**B & L 8 x 10 Projection Printer.** Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a 7 $\frac{3}{4}$ " lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

**Bargain Price** .....\$19.50

**Two 16 x 20 Display Cases,** with glass door and lock.

**Bargain Price** .....\$4.50 each

**Victor Flash Bags,** hanging type for use with powder bags and protected by treatment with a fire-retardant carrying case, and so wired that one or more bags can be used as a unit.

**Bargain Price** .....\$7.50 each

**Haldorson Portable Twin Arc Lamp,** complete in case, and measures 14 $\frac{1}{2}$  x 11 $\frac{1}{2}$  x 5 $\frac{1}{2}$ " thick. Furnished without stand.

**Bargain Price** .....\$12.50

**Tubular Steel Stand** for lighting equipment. Maximum height 15 feet.

**Bargain Price** .....\$9.25

**Hauff Amidol** in 1-lb. bottles.

**Bargain Price** .....\$5.50 each

**8 x 10 to 5 x 7 Studio Camera Back.**

**Bargain Price** .....\$6.50

**16" Horseshoe Wringer.**

**Bargain Price** .....\$7.50

**18" Horseshoe Wringer.**

**Bargain Price** .....\$8.50

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

**Background Carrier,** with double swinging frame and mounted on rollers. Measures 46 x 27 $\frac{1}{2}$ . Lower frame measures 46 x 54. This is complete with white reflecting material and used for reflecting purposes.

**Bargain Price** .....\$6.50

**Hallette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Beattie Home Portrait Brite Lite Reflector** on folding stands with carrying case. Surface is covered with shimmery silver leaf.

**Bargain Price** .....\$18.50

For finer enlargements, use  
**KODABROMIDE**

*(formerly called Kodabrom)*

Kodabromide is a rapid developing, full-scale paper giving brilliant prints with rich blacks and sparkling halftones. Thirteen grades to choose from.

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**







# KODATRON SPEEDLAMP FLASH

*Made with 21-inch lens at f/64 in 1/30,000 second*

THE long-focus lens gives correct perspective—the small stop gives ample depth—the speed of the flash stops fast motion of fan and blowing hair—the intense light gives full exposure on Kodatron Panchromatic Film. All of these are decided advantages in practical commercial and illustrative photography. Models are caught in motion, doing things naturally—a good negative is assured with every exposure—flashes cost approximately one-half cent each.

## CONVENIENCE AND ECONOMY OF OPERATION

The Kodatron Speedlamp flash tube has a life of over 5,000 flashes, no special wiring is required, all flashes are 1/30,000 second, synchronization is simple. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Kodatron Speedlamp complete, including power unit, one Kodatron Flash Tube, 18-inch reflector, telescoping standard, and synchronizer cord . . . . . \$4.00  
 Kodatron Flash Tube (replacement) . . . . . 30

*Descriptive circular on request*

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**

THE  
**FOCUS**

*Published Monthly in the Interest of the  
Photographic Industry*

Vol. XVII

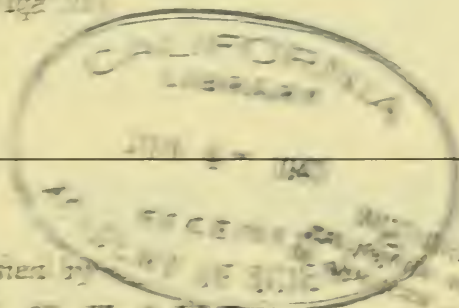
MAY, 1940

No. 5



DRUMMERS FILM WITH SUPER-RED RAY

(See Page 20)



Published by

**HIRSCH & KAYE**

NEW BRANDEIS



# WHEN PICTURES HAVE A STORY TO TELL

FOR those pictures where imagination, artistry and the highest degree of technical skill must be combined—whether they are to illustrate a story, an article or the advantages of a certain product—you want to use the photographic materials upon which you can depend for the fullest expression of your abilities.

Among such pictures, more often than not, you will find those that are particularly outstanding are taken upon a Defender Film—such as Defender XF Pan, long a standard for quality—and reproduced upon Defender Velour Black, a projection paper that is noted for its long tonal range, its rich transparent blacks and sparkling whites. Ask your dealer, or write for complete literature.

**DEFENDER PHOTO SUPPLY CO., INC.**  
**ROCHESTER, NEW YORK**

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVII

MAY, 1941

No. 5

## INTRODUCING—

RICHARD HARLAN  
BALL . . .



Mr. Ball was born in McDonald, Kansas. His father, who today has a studio in Corvallis, Oregon, was at that time despatcher for the Burlington Railroad, but showed increasing interest in photography. He started several studios throughout Kansas and Nebraska, which in time prospered to the point where he resigned from the railroad. His mother was a school teacher in Kansas, and took an active interest in the studios. Meanwhile, she saw to it that her six boys received an education, resulting in the following careers. College two, doctors one, wheat ranchers two and photographer one. It's the last one we're telling about this month.

The family lived in Nebraska until Richard was ten. The family moved to Oregon, locating at Corvallis, where the father purchased a studio so as to educate the boy at the college. Richard attended Hill Military Academy in Portland, where he excelled in sports, especially football and baseball. At this point he gave up a previous decision to study medicine and be a photographer like his dad. At a previous time, he had thought he would like to be a surgeon or an aviator. He actually operated a flying

school, which he sold when he decided on photography. Why not? From the day he first learned to walk, his photographic research took him into daddy's dark room, where tiny finger prints left their mark of approval on wet negatives. Trays were upset to ascertain their contents and a rather thorough, if disconcerting, juvenile investigation was made.

Today, he has one studio in Astoria, Oregon. Until recently, he had three. He prefers to photograph men and babies. He is a member of the Elks, Kiwanis, Moose, Chamber of Commerce, and the Eagles. His wife is quite a help to him in the studio. He owns his home, where he is happy with his children two, or are there now three? He has a beautiful garden as a result of his love of the home.

Fishing is his hobby. Imagine canning 270 pounds of salmon to be sent to friends as a Christmas gift! He hopes to soon have a cabin cruiser, large enough to take the family on weekend fishing trips. Photographers planning a fishing trip will now know who to ask for authentic information.



The man who trusts men will make fewer mistakes than he who distrusts them.—*Cavour*.



To stumble twice against the same stone is a proverbial disgrace.—*Cicero*.





# For Faster and More Efficient Lenses

SOME time ago, scientists at Massachusetts Institute of Technology developed a practical process for producing so-called "invisible" glass by coating the surface of any optical element with a suitable film one-fourth of a wavelength of light in thickness. The light usually reflected from that surface, no matter how good the glass on the surface may be, is reduced from about 4% to about  $\frac{1}{2}\%$ .

The technique employed by the scientists at Massachusetts Institute of Technology was to evaporate a suitable fluoride in a high vacuum. The fluoride vapors emanating in straight lines condensed on the surface of the element to be coated and are subsequently hardened. The contribution of the scientists was that of developing a process which produced films hard enough to be practical. Up to the time of the development of this process there had been several methods developed for obtaining films of the proper thickness and reflected index. However, the films so obtained were so delicate that they could be blown off.

The contribution of National Research Corporation, operated under license from the basic Cartwright and Turner patents, has been to reduce the original process to a state where commercial production is feasible.

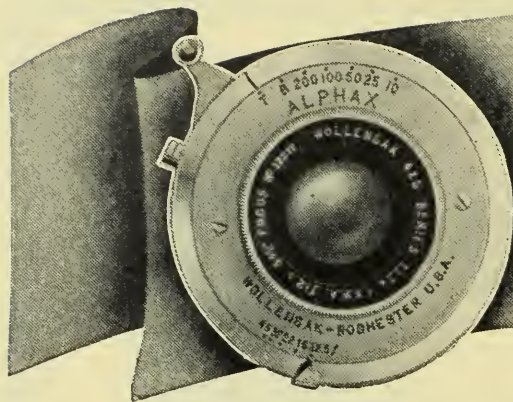
In essence, coating the elements of an optical system does two things. First, it increases the transmission of the system by reducing the amount of light lost through surface reflection. For instance, in a system composed of ten elements in which twenty surfaces were coated, the overall transmission would be increased from about 46% for the uncoated system to about 90% for the coated system, a relative increase of almost 100% in the amount of light passed by the system.

Internal reflections within an optical system set up a diffused light within the system which tends to form a background intensity below which it is impossible to distinguish objects. For instance, if you are attempting to take a picture of a very highly lighted object, enough internal reflections may be set by that highly lighted object so as to prevent seeing the image of low intensity somewhere else in the picture. By coating the elements of the camera lens, the intensity of the diffused background illumination would be reduced, thus increasing the latitude of the camera lens.

What appeals most to commercial photographers is the increase in speed and definition, and the higher contrast which coating gives a lens. By decreasing internal "flare" he can take pictures closer to the sun or to other brilliantly illuminated objects without having troublesome images appear on his negative. Coating tends to increase the color sensitivity of the camera lens and hence is of importance to the color photographer.

*See advertisement on page 20.*





*Now!* THE SERIES IIIa  
**EXTREME WIDE ANGLE LENS**  
FOR 4x5 CAMERAS

## 3½ INCH FOCUS SERIES IIIa f12.5

**I**F you're a 4 x 5 camera user you'll want this Series IIIa lens—for it combines satisfactory speed, extreme angle and reserve covering power—all at moderate price. Ideal for work in limited space requiring a short focus lens, this Extreme Wide Angle Velostigmat covers a 90° angle. Good definition at full aperture. Stopped down has excellent depth of

focus with bristling sharpness.

Ideal for banquets. See for yourself. The Series IIIa Extreme Wide Angle is also available in longer focal lengths for larger plates.

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LIMITED SPACE  
EXTERIORS—



FOR  
CROWDED INTERIOR  
SHOTS—



# WOLLENSAK OPTICAL CO.

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# WOLLENSAK

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as a photographer  
as a business man  
as an individual

owe it to yourself to investigate The Photographers' Association of America and what it can do for you. Whether or not you believe in trade associations; whether or not you care to join with other photographers for the betterment of the profession; whether or not you think that associations are only a racket for the purpose of collecting dues (as some do), it costs you only a penny postcard to find out.

We would like to send you our latest booklet explaining in detail the many services we offer—not a list of things we hope to do or plan to do some day, but of what we are actually doing now. There is no obligation involved, and whether you decide to join with us or not is strictly up to you. If you were offered a bargain in a lens or apparatus, you would at least listen carefully and think it over. We offer you a bargain in services and in insurance for the future of your studio that you cannot get anywhere else, and tangible benefits that would otherwise cost several times what we ask in dues.

Drop us a postcard today and write on it: "Send me your membership booklet." They may prove to be the five most profitable words you ever wrote.



## The Photographers' Association of America

520 Caxton Building, Cleveland, Ohio

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*Hirsch & Kaye are glad to donate this space to the Association because they believe in the value the work the P. A. of A. is doing, and know that every professional photographer will find membership a profitable investment.*



*"Now We're Getting Somewhere!"*

*"Those Mallinckrodt Chemicals certainly made the most of this negative." That is the darkroom verdict of, more and more outstanding photographers today. Their decision to save valuable time by always sticking to the complete line of Mallinckrodt Photo-Purified Chemicals induces us to suggest you do the same.*

*Their decision to save valuable time by always sticking to the complete line of Mallinckrodt Photo-Purified Chemicals induces us to suggest you do the same.*

*Their decision to save valuable time by always sticking to the complete line of Mallinckrodt Photo-Purified Chemicals induces us to suggest you do the same.*

*A Standard of Excellence Since 1867*

*Mallinckrodt*

CHEMICAL WORKS

MALLINCKRODT ST., ST. LOUIS, MO. 74 GOLD ST., NEW YORK, N. Y.  
CHICAGO • PHILADELPHIA • TORONTO • MONTREAL



## Wabash Superflood Bulbs Get New Lease on Life

WITH the transfer of the manufacture of Superflood bulbs to Wabash's recently acquired Birdseye Lamp Division, where new improvements are constantly being developed, comes the announcement that the useful life of the Wabash Superflood bulbs has been materially increased.

Through the perseverance of its engineers, the life of the No. 1 Superflood has been stepped up from its previous life span of two hours to a new total of three hours, and the No. 2 Superflood, which normally lasted six hours, is now good for at least eight hours!

Besides this increase in life, tests at the Wabash laboratory have shown that these new long-life bulbs maintain their efficiency much better than their predecessors. The usual tendency of floodbulbs to lose a considerable amount of their light output after prolonged use, has been minimized, with the result that the new bulbs, in addition to lasting longer, also have a more efficient life. There will be no increase in the price of these bulbs.

## Pliofilm Mittens

YOU'LL never again process film with bare hands . . . once you've tried Photographic Mittens. They are made from a gossamer-like, transparent material that is water-proof (also chemical-proof) and unbelievably tough; yet so thin it permits negatives to be handled about as readily as with the bare hands. Thus, with Photographic Mittens you can do all your processing without even moistening your hands . . . and because they are cut long and full, your shirtcuffs and wrist watch, too, are protected from the chemicals and dyes.

Another feature which photographers everywhere are enthusiastic about is the fact that Photographic Mittens give full protection to the negatives. For you eliminate all possibility of finger marks and scratches from finger nails, when negatives are processed with these mittens.

And the mittens are strong and durable . . . thanks to the unusual toughness of Pliofilm. They can take plenty of abuse, and no job is too tough. They will give you long, satisfactory service . . . providing complete protection at negligible cost.

**PRICE PER PAIR 25¢**

Package of 4 pairs \$1.00

Pliofilm Mittens are further recommended for numerous activities when the protection of hands is important, such as . . .

PAINTING

DISH WASHING

GARDENING

CAR POLISHING

WINDOW WASHING

DRIVING, etc., etc.



# New Wabash Heat Lamps Dry Negatives by Infra-Red

A NEW way of speed drying negatives with infra-red heat energy, is provided by the new "sealed-silver" heat lamp made by the Wabash Photolamp Corporation. The lamp, which transmits heat by radiation of infra-red rays, has its own built-in reflecting unit in the form of a solid pure silver lining sealed inside the bulb. This permits concentration of its radiant heat energy exactly where wanted, and eliminates the need for a separate reflector.

The infra-red heat radiations the lamp develops have uncanny penetrating ability. When directed at a wet negative, they penetrate through to the base of the film and start the drying process from *within*, thus cutting down drying time to a mere fraction of the former time.

In use, the wet negative is suspended between two Birdseye heat lamps placed about two feet apart. An electric fan is then placed behind the negative, as shown in photo on front page, to send a flow of air across the path of the rays on each side of the film. With this set-up the film will be bone-dry in from 1½ to 2 minutes.

Old negatives that have been ruined by watermarks caused by improper drying, can be restored by resoaking them for about 30 minutes in a suitable "wetting" solution, rinsing them in water, and then drying with radiant heat lamps. The lamps can also be used in the same manner for drying photographic prints, and in many commercial applications such as for drying photographic solutions painted on glass. During the hot summer months especially, when solutions practically will not dry at all unless in an air-conditioned room, infra-red lamps do the work in a few minutes.

In all, three new Birdseye infra-red lamps are announced. Two are clear, for use with standard reflectors, but the third is the sealed-silver type. All are guaranteed for 6,000 hours average life.

Description	"Sealed-Silver" Heat Lamp	Large Clear Heat Lamp	Small Clear Heat Lamp
Watts.....	250	250	250
Volts.....	105-120	105-120	105-120
Bulb.....	RE40	PS30	G30
Base.....	Med. Skirted	Medium	Medium
Maximum Overall Length.....	6½"	8"	6⅛"
Burning Position.....	Any	Any	Any
Standard Package Quantity.....	12	60	24
List Price.....	\$1.60	\$.85	\$1.00

## Victor Display Cards

We are able to offer our readers attractive display cards that should result in increased sales of Victor lighting equipment. These cards are designed to permit display of the popular No. 60 reflector, a supply of which should be on hand to back up the display.

The VICTOR "60" Regular Clamp-on Model has 10-inch reflector, 6¼ inches deep, frosted inside and out; adjustable tension frictionball swivel on strong spring clamp with rubber covered grips; 10-foot rubber cord and plug. Socket switch has heatproof push tips.

VICTOR No. 60.....\$1.95  
Order your reflectors and card today.



## Adapta-Lamp No. 64

This is the latest Victor product and is a new and less expensive Adapter and reflector for converting regular Edison photo flash units or synchronizers to a bayonet base together with an efficient reflector for GE No. 5, Wabash No. 25, and G.E.S.M. Bulbs.

This unit is similar to Victor No. 67 Adapta-O-Flector but without the ejector and with smaller (4¼) reflector. It is priced at \$1.00.

## To a Wife

We have had our little sorrows,  
We have known our little pain;  
We have had our dark tomorrows,  
Had our sunshine after rain.

But the worst of all our losses,  
Loyal comrade of my heart,  
We have found the little crosses  
That we tried to bear apart!

Care we jointly bore proved blessing;  
Care each bore alone proved plight—  
Till, with humbly frank confessing,  
Each returned to each for light;

Till we learned the law unfailing  
That controls our happiness:  
Prayer and tears are unavailing,  
Prayed or shed in selfishness.

Then, though bleak or blithe the  
weather,  
Be the landscape gray or green,  
Let us cling so close together  
Not a care can creep between.

STRICKLAND GILLIAN.

## How Many Photographers Are There?

According to a 1941 review of a well known and dependable national mailing list, the number of people or institutions engaged in various photographic activities offers an interesting study. In round numbers, the following is submitted:

Portrait photographers .....	12,300
Commercial photographers .....	7,600
Portrait and Commercial Combined (duplications eliminated) .....	15,700
Photo Finishers .....	5,650
Portrait, Commercial and Photo Finishers (duplications eliminated) .....	17,250
Illustrative and Advertising .....	1,600
Industrial Photographers .....	600
Recognized Photo Supply Dealers .....	2,730
News and Press Photographers .....	1,600
Photostat, Rectigraph, etc. ....	1,000
Blue Printers .....	700



# General Electric Announces Midget Focal Plane Photoflash Lamp, No. 6

A NEW tiny focal plane photoflash lamp—same size as GE's mighty midget No. 5 and the recently introduced speed midget (SM)—has just been announced by General Electric's lamp department at Nela Park, Cleveland.

Full name given to this latest midget flash bulb is G-E Mazda Focal Plane Photoflash Lamp, No. 6. It has a list price of 15 cents.

Outstanding features and essential technical data of the new "No. SIX" are as follows: A B11 bulb filled with shredded foil; a single contact bayonet base; light output rated at 16,000 to 18,000 lumen seconds; and, 500,000 peak lumens.

As in the case of the other two G-E midget photoflash lamps, the new No. 6 permits use of smaller and more efficient reflectors than has been possible with the larger Mazda photoflash lamps. Time-light characteristics of the new lamp's flash are such that it may take the place of the present focal plane flash bulb No. 31 in many cases.

The flash of the new lamp has an effective duration of approximately 0.030 second. Accordingly, the lamp may be synchronized with the great majority of focal plane cameras in use up to and including the  $2\frac{1}{4} \times 3\frac{1}{4}$  size. For best results some small focal plane cameras may require the longer flash duration of Photoflash lamp No. 31. Employed in an efficient, well-designed reflector (the same as used with No. 5 and Type SM photoflash lamps), the new No. 6 lamp gives an exposure approaching that obtained with larger focal plane photoflash lamps.

Development of the focal plane No. 6 permits photographers to "virtually hold in the palm of one hand" a trio of midget G-E flash bulbs, simplified ammunition designed to satisfy the countless needs of the growing army of flash photographers and the wide assortment of equipment used in shooting pictures.

As fast as new lamps become available, Hirsch & Kaye will have them.

## Electronic Timer

THE ELECTRONIC TIMER is a scientifically accurate print timing instrument especially designed for photographic work in contact printing and enlarging. It is composed of an electronic tube (similar to those used in a radio set) and a series of condensers and resistances which control the period of time the electric current passes through it. With the exception of a small relay it is unlike other print timing devices in that it has no moving parts, no synchronous motor, no springs, no parts to wear out or get out of order. It is entirely electronic and completely universal—working on both AC and DC. It is silent in operation and has no vibration. It is housed in an attractive “crackle finish” steel cabinet with side ventilators and an impressive bakelite panel containing the essential time selector dial, right and left operating knobs each with its position markings etched in white into the panel. On one of its sides is the electric cord to be plugged into an electric line and an outlet for the enlarger or printer plug. A ruby pilot light indicates whether the timer is on or off. The timing range runs from one to fifty seconds. Although the dial only shows the scale to run to twenty-five seconds, it is possible to obtain fifty seconds by merely throwing the left-hand operating knob to the “2x” position.

With this Electronic Timer it becomes possible to make one or one hundred prints from the same negative—each identically exposed. At all times the Timer is under positive control. It may be turned off at will even though an exposure had already been started.

Convenient to handle (weighing  $2\frac{1}{2}$  pounds), scientifically accurate, eliminating clock-watching and freeing the photographer's hands the Electronic Timer is an important adjunct in every photographer's darkroom.

Price, \$12.50

## Did you know that . . .

*For a small investment of ten cents, you can do away with the annoyance of slipping tripods?* One of our camera fans writes that he buys three rubber crutch tips at the five-and-ten-cent store (three for a dime, probably) and slips one over each leg. It works nicely with him. It's worth passing on.

*You can save a badly fogged negative?* Use that negative to make a positive. Do this on process film. Then from that positive print a negative—on process film also. “Some of the world's worst negatives have produced good prints by this method,” writes a dealer. Thanks for the tip.

*There's an easy, convenient way to straighten freshly mounted prints?* Instead of hunting all over the place for an encyclopedia or a generous sized dictionary, just take some of your gallon jugs and fill them with water. A one-gallon jug filled with water puts about a ten-pound weight on your print. Use about four or five of these; and if the next day your prints aren't pat, we'll all be surprised.

*It's a good idea to keep ammonia and hydrochloric acid away from each other—in separate rooms, preferably?* The fumes of both these solutions escape easily and form a film of ammonium chloride on practically everything in the room.

*You can help avoid dust in the darkroom?* Avoid using materials that spread lint over everything. Turkish towels, for instance, have an endless amount of lint. Use linen towels instead. Choose working clothes with the least amount of lint—avoid wool, flannel, etc. Lean towards linen, cotton and similar materials with less lint.



**Tyler McHugh** has purchased the studio of **Maurice Koch** at Grass Valley. The original name, Maurice Photographer, with the name of the new owner, will be continued. Mr. Koch has taken over Sandy's (Service with a Smile) at Spokane.



# Photo Coloring for Amateur and Professional

THE WORLD-WIDE circulation which is a distinguishing feature of the ROEHRIG TRANSPARENT OIL PHOTO COLORS testifies convincingly to the repute in which the colors are held. In the production of these colors, no pains or expense is spared to insure that the pigments used are the most brilliant and permanent that can be manufactured, and that the oils in which the pigments are ground, are the purest and of the highest quality.

Machinery has been specially made for producing these colors, and we believe that at the present there exists no machinery, which for power and precision, combined with great care and cleanliness in working, can compare with the modern methods employed in the production of the ROEHRIG TRANSPARENT OIL PHOTO COLORS.

ROEHRIG TRANSPARENT OIL PHOTO COLORS color the desired object, allowing all the fine photographic detail to show through. They have the same permanency, the same brilliancy, but are perfectly transparent. This means that they are quickly and easily applied, and the most satisfactory results can be obtained with little or no experience, particularly as they are easily removed for alteration. We will send complete instructions upon request.

ROEHRIG'S TRANSPARENT OIL PHOTO COLORS are made in forty-two colors and two sizes as follows:

## SEPARATE TUBES

$\frac{1}{2} \times 2$ Inch	25c Each	
Raw Sienna .....	Chrome Green Lt. ....	Sepia
Brt. Sienna .....	Chrome Green Med. ....	Verona Brown
Raw Umber .....	Chrome Green Dk. ....	Yellow Ochre
Brt. Umber .....	Prussian Blue .....	Golden Ochre
Neutral Tint .....	Milori Blue .....	Paynes Grey

$\frac{1}{2} \times 2$ Inch	30c Each	
Cad. Yellow .....	Rose Madder Lt. ....	Tree Green
Cad. Yellow Lt. ....	Rose Madder Med. ....	Olive Green
Cad. Orange .....	Rose Madder Dk. ....	Viridian
Crimson .....	Cobalt Blue .....	Cobalt Violet
Carmine .....	Cerulean Blue .....	Indian Red
Lip .....	Ultra. Blue .....	Naples Yellow
Cheek .....	Transparent White .....	Flesh
Vermillion .....	Transparent Black .....	Opaque White
Opaque Black .....	Oxide Green .....	Indian Yellow

$\frac{3}{4} \times 4$ Inch	75c Each	
Raw Sienna .....	Chrome Green Lt. ....	Neutral Tint
Brt. Sienna .....	Chrome Green Med. ....	Yellow Ochre
Raw Umber .....	Chrome Green Dk. ....	Golden Ochre
Brt. Umber .....	Sepia .....	Prussian Blue
Paynes Grey .....	Verona Brown .....	Milori Blue

$\frac{3}{4} \times 4$ Inch	80c Each	
Cad. Yellow .....	Rose Madder Lt. ....	Tree Green
Cad. Yellow Lt. ....	Rose Madder Med. ....	Olive Green
Cad. Orange .....	Rose Madder Dk. ....	Viridian
Crimson .....	Cobalt Blue .....	Cobalt Violet
Carmine .....	Cerulean Blue .....	Indian Red
Lip .....	Ultra. Blue .....	Naples Yellow
Cheek .....	Transparent White .....	Flesh
Vermillion .....	Transparent Black .....	Opaque Black
Opaque White .....	Oxide Green .....	Indian Yellow

# Nationally Prominent Photographers To Appear on Chicago Convention Program

ONE of America's best-known and busiest industrial photographers, William M. Rittase of Philadelphia, Pa., has consented to leave his studio and make a special trip to Chicago to speak before the Commercial Division of The Photographers' Association of America during the 54th Annual Convention of that organization, scheduled from August 18 to 22, inclusive, at the Stevens Hotel. "Problems in Industrial Photography" will be his subject and few are more qualified to discuss it. Bill Rittase is that unusual combination of an artistic highbrow and a thoroughly hard-boiled business man. What he will have to say will be right from the shoulder and not be missed.

When it comes to direct color the simplest process any photographer can tackle is Kodachrome, for Kodachrome is saleable by itself, in viewers to portrait customers or "as is" for reproductions of all kinds, while it is at the same time a base for all color print processes. Lighting and exposure are the important problems, for with Kodachrome no photographer need bother with the actual processing. But lighting and exposure are radically different from black-and-white work and despite all the manuals and books the making of Grade A Kodachromes involves a lot of expensive trial-and-error experimenting unless you first have the advice of an expert. Such an expert is Giovanni Suter, of Chicago. Although Mr. Suter's feature is to be titled "Errors and Safeguards in Direct Color Photography," and he will discuss color processes in general, he will lay most stress on Kodachrome. Because of the delay in processing it is not practical to make and show Kodachromes on the platform; instead Mr. Suter will make some 20 or 30 Kodachromes before the Convention and will then, on the platform and with the same model and lighting equipment, duplicate the set-up for each and then show the Kodachrome on the screen. Each will be made to demonstrate one specific fault commonly found in Kodachrome work. Live models will be used and while this will be a demonstration of illustrative photography, it will be equally interesting and important to the portrait photographers.

Still another feature for the Commercial Program will be a talk by John F. Murray, Omaha, Neb., on the subject of "What the Average Photographer Must Know About Commercial Photography." Although Mr. Murray is a commercial photographer he does not limit the work of his studio to that alone, nor is he a specialist in any one field. In selecting him for the program, the Board wanted a man who could understand the situation faced by the small-town studio owner who cannot limit himself to portraiture but must keep his place busy with whatever type of photographic work may be had in the community. His will be a practical, brass-tack talk.

A more detailed program of the convention can be obtained if you will drop a postcard to the Executive Manager, P. A. of A., 520 Caxton Building, Cleveland, Ohio.



# Sussman Mounts

## Sterling Easels

*Sample on receipt of List price*

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.



Print Size	Outside Size	Price per 100
3 x 5	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>7</sup> / <sub>8</sub>	\$ 6.00
4 x 6	5 <sup>5</sup> / <sub>8</sub> x 8 <sup>3</sup> / <sub>8</sub>	7.75
5 x 7	6 <sup>3</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>2</sub>	9.00
7 x 5 Group	8 <sup>7</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	10.75
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>	14.50
8 x 10	10 x 13 <sup>1</sup> / <sub>2</sub>	16.50
10 x 8 Group	12 <sup>1</sup> / <sub>2</sub> x 11	17.00

## Drexel Folders

Perfection Coated Duplex Cover Stock—Rag Stock  
Insert—Deckled Edges—Slip-in Style—Buff and White Shades

This folder has been especially designed for the customer who demands that the finished photograph be of exceeding simplicity and attractiveness, mounted in folder. The soft tone of the Coated-embossed cover stock, neat insert design with plate sinking around it, all lend to an appeal which cannot be denied.

Print Size	Outside Size	List Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.00
4 x 6	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>4</sub>	8.75
5 x 7	7 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	10.50
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.00
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	13.50
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	15.50
10 x 8 Group	13 x 11 <sup>3</sup> / <sub>8</sub>	15.50



Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

*“Sussman Mounts Are Paramount”*

# AEROSOL

"AEROSOL" is a wetting agent which simplifies the following photographic processes:

- (1) Used in developing solutions it wets the film uniformly, decreasing the necessity for agitation and reducing the possibility of pinholes. Add "AEROSOL" in a strength of 0.01% to 0.04% to developers that are normally alkaline just before use. With fine-grain developers (of low alkalinity) add 1% "AEROSOL" in the ration of 1-100 to 1-30 after the stock solution has cooled. "AEROSOL" decomposes if left in solutions of high alkalinity.
- (2) Used in print development it reduces the risk of air-bells or of uneven development of the print, and a smaller amount of developer may be used.
- (3) Used in fixing baths for paper, the wetting agent produces deeper, speedier penetration of the fixing bath when a 0.025% solution of "AEROSOL" is used.
- (4) Used in toning, bleaching, intensifying, or reducing emulsions, "AEROSOL" (0.02% to 0.06% solution) is effective in instantly wetting the surfaces and reduces the hazard of uneven results. However, as "AEROSOL" decomposes when heated, it should be used only in cold baths.
- (5) Used as a rinse bath for fixed and washed films, the wetting agent promotes spotless drying. Immerse completely washed film for one or two minutes in a 0.06% to 0.1% solution of "AEROSOL," then hang. They need not be sponged.
- (6) Used in a 0.25% solution, it is an excellent glass cleaner for printing frame glasses, lens surfaces, etc.

1 ounce bottle .....	\$ .25
1 pint bottle .....	1.00

**Nelle W. Stone**, well known Napa photographer, has closed her Napa Studio after fourteen years in that location. She will devote her time to collecting antiques, and the enjoyment of her home at First Street and her summer home on the Silverado Trail.

**Mrs. Palla Evens**, owner of the well known Givens Studio, located in the Presidio at San Francisco, has returned from an eight-month visit in Honolulu. Mr. Evens is an army aerial photographer, stationed at Scofield barracks.

## IT'S COMING

From information received, by letter and personal conversation with manufacturers, the increased cost of raw material is sure to be reflected in higher costs of the material we distribute. To be specific, you may expect revised prices on metal frames in the very near future. Increased cost of doing business is likely to be reflected in a revision of certain services, heretofore rendered without cost, or billed at a portion of the actual cost.

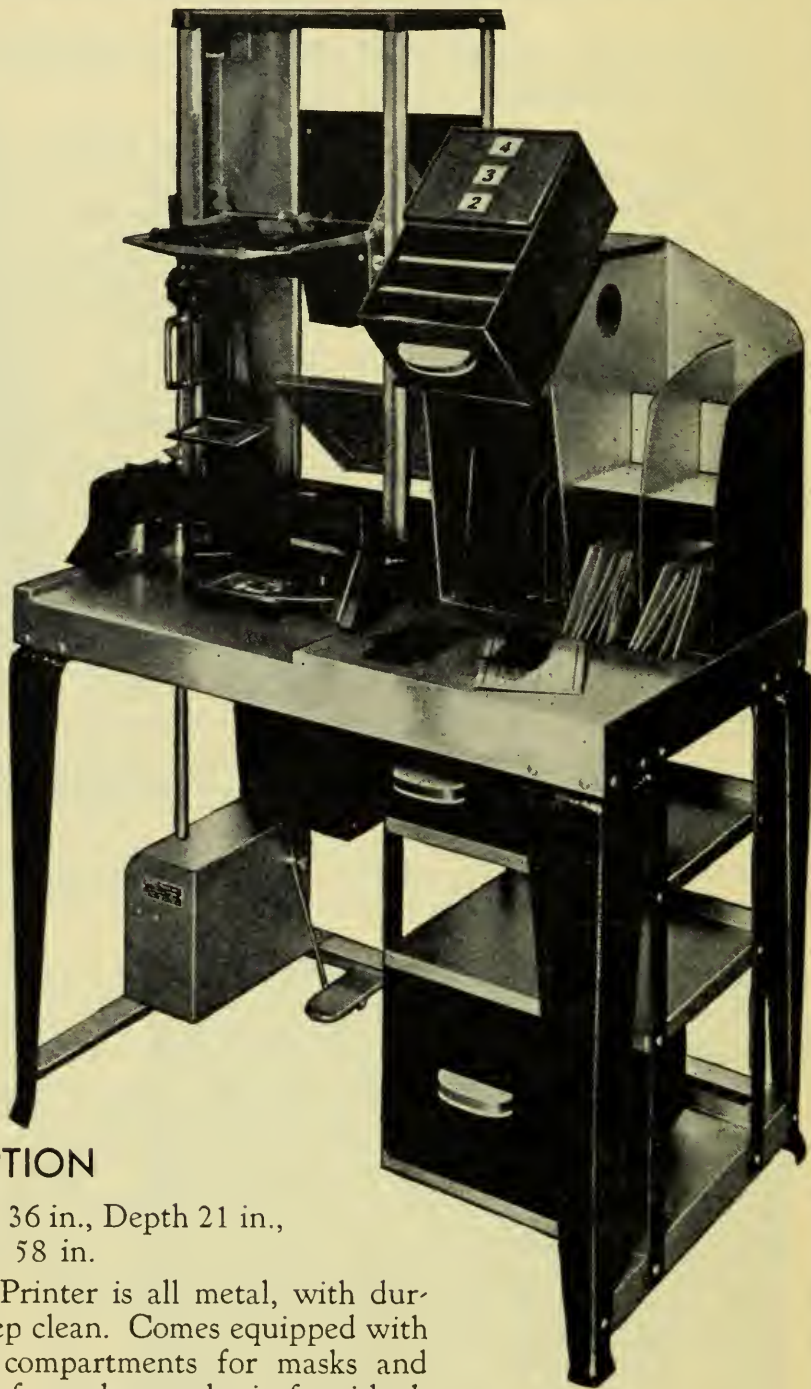
These increased costs will not be made effective by us until we ourselves are asked to pay higher prices. But upward revision of your cost of material is inevitable.



# PAKO OVERSIZE PRINTER

## HIGHLIGHTS:

1. Takes any film negative up to  $2\frac{1}{4} \times 4\frac{1}{4}$ , or portions from even larger negatives.
2. Enlarges to any image between  $2\frac{3}{4} \times 3\frac{1}{2}$  to  $6 \times 8$ . Will make  $5 \times 7$  image from Leica negative.
3. Motor driven, with toe trigger control.
4. Lever-set automatic numbering device.
5. Automatic paper discharge.
6. F3.5 anastigmat lens in automatic focus.
7. Novel circular Negative Holder.
8. Surprising quality and speed.
9. Never overheats negative.



## GENERAL DESCRIPTION

*Measurements:* Width 36 in., Depth 21 in.,  
Height 58 in.

The PAKO Oversize Printer is all metal, with durable finish—easy to keep clean. Comes equipped with boxes for paper and compartments for masks and work envelopes. Set of regular masks is furnished. Special size masks made to order at reasonable cost. Everything is compact and conveniently placed.

List Price, for 110 Volt Alternating Current . . . . . \$480.00

*Budget terms are available as desired.*

DETAILED CATALOG SENT ON REQUEST

HIRSCH & KAYE, PAKO Distributors

# DEVELOCHROME

A direct toning Developer

*Created by Anton Bruehl*

**D**EVELOCHROME is the successful achievement of long, patient research to formulate a color toning developer that would tone only the silver salt deposits and thus produce prints that are perfectly clear white in the highlights and margins and with no evidence of color where there is not a real tone. Prints may now be developed in the same fashion as black and white prints and in any combination to produce any desired color. Thus from three basic colors, red, yellow and blue, any variety of color may be blended. Photographers can now control the quality as well as the exact color desired. In addition to the three basic or primary colors, there is added for convenience the colors, snow blue, sea-green and sepia.

Develochrome serves two ends. For those subjects which are more pleasingly rendered in brilliant, clean color, Develochrome is used straight or bleached. The results are prints of exceptional vividness. For those prints where color is only suggested (off-black), Develochrome is used in combination with F-R Quinolin or F-R 19. This treatment permits delicate rendering of suggested coloring, many times just a hint, sufficient to give a print an indefinable "quality" and which breathes a life into black and white prints never before possible.

Both professionals and amateurs have found that Develochrome is the answer to the "perfect print" and offers a release to their interpretive rendering—effectively.

Develochrome colors are supplied in 4 oz. bottles, each bottle contains sufficient color agent to produce 48 8 x 10 prints, or its equivalent area in other sizes.

Red	4 oz. bottle.....	\$ .75
Yellow	4 oz. bottle.....	.75
Blue	4 oz. bottle.....	.75
Snow Blue	4 oz. bottle.....	.75
Sea Green	4 oz. bottle.....	.75
Sepia	4 oz. bottle.....	.75

Develochrome developer, a powder that must be used in conjunction with Develochrome colors is supplied in a handy, two compartment can.....\$**.75**

Red	32 oz. bottle.....	\$ <b>4.50</b>
Yellow	32 oz. bottle.....	<b>4.50</b>
Blue	32 oz. bottle.....	<b>4.50</b>
Snow Blue	32 oz. bottle.....	<b>4.50</b>
Sea Green	32 oz. bottle.....	<b>4.50</b>
Sepia	32 oz. bottle.....	<b>4.50</b>

Develochrome Developer (used with Develochrome color) 990 grams No. 2 size ..... \$**4.50**

**E**FFECTIVE May 3rd the following advances in price will go into effect on Victor products:

No. 82—2 oz.—all grades.....	1.75
No. 89—1 oz.—Smokeless.....	1.05
No. 90—2 oz.—Smokeless.....	1.95

**Victor Flash Powder**

No. 81—1 oz.—all grades.....\$0.95

**Victor Primers**

No. 77 .....\$1.65



# Photographic Lenses COATED

With suitable fluoride films by high vacuum evaporation process\* to minimize surface reflection.

## INCREASED SPEED MORE DEFINITION

### NATIONAL RESEARCH CORPORATION

100 Brookline Avenue - - - Boston, Massachusetts

\*U. S. Patent No. 2,207,656

#### "Realizing a Profit" . . .

The used camera market has become a part of the photographic dealer's everyday transaction.

There is hardly a camera sale made today that is of any size, but what the customer has an old vintage camera which he wants to trade in, and to his way of thinking it has a special lens that was selected by a friend of his father's and therefore it is of great value.

This may fool the new man in the photographic store and is therefore all the more reason why he should advance with caution in order to make a profit.

Too long has a hit-and-miss bargaining among dealers caused "dog-eat-dog" business tactics, which invariably result in loss of profit to all concerned. A standard of trade-in values and resale prices has for years been the acknowledged need of the photographic industry as a medium for sound business reasoning.

This "sound business reasoning" does not mean that a dealer will accept a \$30 trade-in on a \$100 sale (practically the discount allowed by the manufacturer), and then wait until he can sell the trade-in for \$30 to realize his profit on the \$100 sale. It does mean, however, that the dealer must know these things:

First: how much of an investment he is making when he accepts the trade-in. Second: how much he can resell it for. Third: how much profit he can realize to repay him for his efforts and risk on both transactions.

The dealer should bear in mind that the price he allows for the trade-in is the investment he has in that article. To this he must add his cost of doing business, plus a profit, before he can arrive at a resale price.

EARL BOADEN,  
Simpson's Camera Stores,  
Los Angeles.

## The Advice Is Timely

“EVERY business organization which does not adjust its policies and its operating methods to the more difficult conditions which will surround it from now on—which fails to utilize every available improvement in managerial knowledge and skill—will lessen its usefulness as an instrument of preparation, and its profit possibilities, and may endanger its continuance.” These are the words with which the editors of *Forbes* sound the call to action to business during the coming year. Those who are asleep at the post may find themselves permanently sleeping from the economic standpoint if they fail to recognize this warning.

It is obvious that, whatever the coming year may bring, one thing is certain now—all industries dealing with new and strange problems and conditions will find it necessary more than ever before to confer, to exchange views, to work out problems, to reach agreements, and to do industry-wide planning and thinking.

The firm today which can adjust itself to meet a new era in business will not only survive, but will also leave less alert competitors far in the wake. This does not apply alone to industry; every retailer can take heed of the warning. Too often we get into a nice comfortable rut and then go along on the lines of least resistance, but we never really get together, study conditions, take time to think things through carefully and make proper judgment as to the wise course. We all know there are some firms who have that very procedure as their permanent policy; some now are working twenty-four hours a day on plans, charting future policies in order to take advantage of the present and expected opportunities which will confront us all. So let us take the words of these two sources as wise admonition. Let us avail ourselves of all the benefit which we can gain from this timely counsel.

*Optical Index.*

### A Correction

On page 12 of THE FOCUS, for April, we printed a notice to the effect that the Lafayette Studio was located at Nineteenth Street in San Francisco. This is not correct and the Lafayette Studio is still located at its original Grant Avenue address.

The error was caused by a sign which announced that the Lafayette Studio would be located at the Nineteenth Street address and the alteration of the building which could well be used as a photo studio. In this instance, the location was remodeled for the studio of an interior decorator with similar name. We regret the confusion which may have been caused the real Lafayette Studio by the erroneous report.

### Eye Appeal

You don't have to be a trained artist to employ the tricks of eye-appeal in your everyday selling.

Simplicity, neatness and an arrangement which pleases your own eye will impress the eyes of others.

In display, choose one object to dominate. Add only material that builds up the idea. Cut out everything that doesn't add to it. Don't be afraid to use bare setting-off space. Elaboration confuses the eye, it wanders off and the message is lost.

Remember the principle of Repetition. One wheelbarrow is a homely thing, but ten wheelbarrows in a row viewed from an angle make an eye-catching, interesting pattern.



# *New!* ILEX ACME SHUTTERS



## Combine the "BIG 4" in an American-Made Shutter Accuracy + Durability + Efficiency + Speed

On the efficiency and accuracy of a camera's shutter depend the finely shaded negatives demanded by modern photographers. Demanded, too, are strong, rugged construction, high speeds. Reflecting thirty years' research, improvement and master-craftsmanship, Ilex Acme Shutters embody these qualities in their superb precision and simplicity of operation.

Speeds range from 1 full second to a top speed of 1/300 in the Acme No. 00; 1/200 in the No. 3; 1/150 in the No. 4. The Acme is of the set and release action type. Setting is easy and convenient with a newly-designed winding lever. In addition to the regular cable release outlet, the No. 3 and 4 Acmes are equipped with a special fitting for synchronized flash equipment.

Send for folders with prices and details on Ilex Shutters, Lenses and Accessories, ILEX OPTICAL CO., Dept. 5, Rochester, N. Y.



## Gelatin Filters for Varigam

**D**EFENDER Photo Supply Company, Inc., is now manufacturing a special type of gelatin filter for use with Varigam.

These filters are card mounted in rigid holders which are clearly numbered 1 to 10 and which have a 2-inch filter opening. Ample borders permit easy handling without touching the filter itself.

The new card mounted gelatin filters eliminate any focusing interference and simplify the use of the enlarging paper, which is becoming ever increasingly popular as the all-around versatile darkroom companion.

The filters come in three combinations:

Set 5-A—Filters 1, 3, 5, 7, 10;

Set 5-B—Filters 2, 4, 6, 8, 9;

Set 10C—Filters 1 through 10.

With the five or ten filter technic it is only necessary to select the proper filter according to the contrast desired and give a single exposure through that filter. Varigam paper is capable of producing the best possible print from any negative and experience will prove that it is easier to select the correct filter for any negative than it is now to select the proper grade of paper.

Ten filters are fully sufficient to cover all types of negatives although in extreme cases a negative might print better midway between any of the ten filters. This is easily accomplished by splitting the total exposure required between the two adjacent filters, using the two-filter technic.

Sets 5-A and 5-B are conveniently priced at \$1.00 each and 10-C is \$2.00.

Soon to be ready are gelatin filters in metal ring slipon holders. These are designed on the basis of outside diameter in millimeters of the projection lens mount and will be available in the following sizes:

22 and 25 mm.;

35 mm.;

38 and 42 mm.;

51 mm.

Individual filters may be purchased and unmounted gelatin can be supplied at a minimum price.

## Stockholders' Responsibilities

“Against the disrupting and demoralizing influences which today are threatening the free enterprise system, there should be no stronger champion of American business than its stockholders.

“Who could have a greater responsibility than the owners of business in seeing to it that our business system is not so hamstrung that it cannot perform its proper function in society? Who, more than the stockholders, should take an active interest in helping to combat the restrictive forces which have been and are being directed against our American business structure?

“By assuming these vital responsibilities stockholders will not only be protecting their own interests and our basic system of free enterprise, but they will also be helping to assure that business is being run for the greatest good of all the people.”



# Timely Styles



ARMY



AIR CORPS



NAVY

## THE SERVICE SERIES

Three individual designs . . . all size 3 x 4½—an economical size to make and one just right for mailing purposes.

Your stockhouse can promptly take care of your orders for these timely styles.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

*By Himself*

As a little boy—I was Mother's joy,  
 And Auntie Helen's too.  
 When Grandma came—she brought a game  
 Then took me to the zoo.  
 My golden curls were like a girl's,  
 They called me darling snook,  
 I looked so cute—with my turned up snoot  
 They had my picture took.

When Buster Brown came to our town  
 His hair was boyish bobbed.  
 I went to Pop—and had my top  
 Cut short while Mother sobbed.  
 Pa dressed me up like Astor's pup,  
 Then put away his book.  
 He says: "Come, Kid, put on your lid,  
 I'll have your picture took."

So in the rain to Eighth and Main,  
 Then up a brownstone stoop.  
 He rang the bell—I slipped and fell  
 And nearly looped the loop.  
 We got inside and then I cried.  
 He turned and took one look,  
 Arranged his hat—then down he sat  
 And had his picture took.

My Father's face went in a case  
 They put out for display.  
 Next day a cop came to his shop  
 And took my Dad away.  
 He said this man was Dapper Dan,  
 A bigamist and crook.  
 So, without bail, Pa went to jail,  
 Then had his picture took.

While Father squawked—the whole town talked—  
 Some said he should get life.  
 They showed him to the victims who  
 Had claimed to be his wife.  
 But all said no—to let him go—  
 They surely were mistaken.  
 How any man with such a pan  
 Could have his picture taken!

—JERRY.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## STUDIO FOR SALE

In theatre building on Main Street. Town of 7,000. Full price \$600.00. Established 8 years. P. O. Box 376, Porterville, Calif.

## FOR SALE

Well established studio in Washington offered for sale because of ill health. Equipment is modern and ample and the price will be made right.

Box 2454

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## STUDIO FOR SALE

Well equipped for commercial and portrait work. Owner will sell because of military service. Price open to negotiation.

Box No. 2455

THE FOCUS

## HOW ARE YOU FIXED FOR LAMPS?



HIRSCH & KAYE are distributors  
of lamps for every purpose.

# Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Terms of monthly payment arranged to suit your budget.

Lenses not specified in shutter, are in barrel mount.

**Schneider Angulon F6.8, 12 cm.**  
lens in barrel; looks like new.

Bargain Price .....\$45.00

**Ross Homocentric F6.3 lens, 6½-**  
inch focus, in Acme shutter.

Bargain Price .....\$32.50

**4¼" F4.5 Voigtlander Skopar,**  
Compur Shutter.

Bargain Price .....\$22.50

**6" F6.8 Goerz Dagor, Compur**  
Shutter.

Bargain Price .....\$47.50

**6¼-inch F3.5 Cooke Lens in Sunk**  
Mount.

Bargain Price .....\$47.50

**4⅜-inch Radar Extreme Wide**  
Angle 110 Degree F16 Lens. Will  
cover 5x7.

Bargain Price .....\$27.50

**Schneider Xenar 11⅜-inch F4.5**  
lens.

Bargain Price ..... \$110.00

**Steinheil 11" F6.8 Orthostigm-**  
atic lens in barrel.

Bargain Price .....\$75.00

**Cooke 6½" F2.5 lens in barrel.**

Bargain Price .....\$82.50

**Goerz 20" F4.5 Dogmar in barrel.**

Bargain Price .....\$85.00

**Goerz Doppel Anastigmat F6.8**  
of 14½" focus.

Bargain Price .....\$110.00

**Sigmar Portrait lens, 16-inch**  
focus, F4.5 in Studio shutter.

Bargain Price .....\$85.00

**Ilex Anastigmat 7½-inch F7.5 in**  
Universal shutter.

Bargain Price .....\$16.00

**Wollensak Verito, soft focus lens,**  
F4, 8¾-inch.

Bargain Price .....\$29.50

**Wollensak 12½-inch F6.3 Velos-**  
tigmat in Optimo shutter.

Bargain Price .....\$52.50

**Carl Zeiss Tessar 5¼-inch F4.5**  
in Compur shutter.

Bargain Price .....\$39.50

**5 x 7 F6.3 Bausch & Lomb Plas-**  
tigmat Betax Shutter.

Bargain Price .....\$17.50

**Zeiss Tessar, 18 cm., F4.5 lens; like**  
new.

Bargain Price .....\$52.50

**Bausch & Lomb Protar VII con-**  
vertible lens in Volute Shutter with  
filter. Consists of two 8¾" and two  
11⅜" elements with focal length 5⅝,  
6⅜, 8¾ and 11⅜ inches.

Bargain Price .....\$72.50

**Leitzs 90mm. F4 Elmar Tele-**  
photo for Leica.

Bargain Price .....\$75.00

**Goerz 7" F6.8 Dagor in Betax**  
Shutter.

Bargain Price .....\$59.50



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

## BARGAIN MAILERS

We offer the following assortment of Handy Safety Mailers at the unusually low price of one cent each. These are single thickness, corrugated board mailers which are not acceptable by the post office department for mailing photographs. They are acceptable for mailing souvenir postcards and prints and all forms of printing. We offer them for these purposes and as backing for frames or for over the counter delivery purposes.

123....	4½x 7	135....	7½x10⅛
139....	8⅛x11⅛	136....	7½x 9½
137....	7¼x11¼	142....	9½x11½
146....	10½x12½	160....	12 x18
162....	13¼x15½	234....	5½x11½
240....	6½x13½	246....	7½x15½

The low price of ONE CENT EACH is quoted on orders for minimum quantities of one hundred, which may be assorted as to size.

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**Beattie Automatic Twin Arc Lamp** on holding stand with casters. Regular ampere and no special wiring will be needed on the average circuit. Here is an excellent proofing lamp.

**Bargain Price** .....\$22.50

**8 x 20 Corona View Camera**, with 22" bellows and one film holder supplied with 14½" Goerz Dagor lens in barrel.

**Bargain Price** .....\$150.00

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank**. Perfect condition.

**Bargain Price** .....\$4.75

**9½ x 17½ x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9½ x 17½ x 42" Stoneware** with top and bottle outlet.

**Bargain Price** .....\$15.00

**Pair of 14" Condensers** in mount with 8 x 10 and 5 x 7 negative carrier and ground glass between lens.

**Bargain Price** .....\$49.00

**5 gallon clear glass demijohn bottles**.

**Bargain Price** .....75c each

**Two Wood Trays**, 15 x 16½ x 2½. One for Hypo and the other for developer.

**Bargain Price** .....\$1.00 each

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description of illustration of any article gladly sent on request  
Convenient terms of payment arranged as desired.

**Studio Stand** for lighting equipment. 7-foot height.

**Bargain Price** .....\$5.50

**Elwood Miniature Attachment** to fit 5x7 enlarger for enlarging negatives 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  and smaller.

**Bargain Price** .....\$9.75

**5 x 7 Heavy Print Frames**, with glass.

**Bargain Price** .....60c each

**Argus Speed Printer**. Will produce 2 $\frac{1}{2}$ "x4" prints direct from 35mm. negatives. Like new.

**Bargain Price** .....\$10.50

**3 $\frac{1}{4}$ x4 $\frac{1}{4}$  Graflex Camera**, with F2.5, 6 $\frac{1}{2}$ " Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**8 x 10 Ansco Box Printer**, with 4 lamps, pilot light and plate glass. No masks are included. Looks like new.

**Bargain Price** .....\$26.50

**F & S Vignetter** in good condition. Designed for studio cameras.

**Bargain Price** .....\$6.50

**8 x 10 Wratten Safelite Lamp No. 1.**

**Bargain Price** .....\$7.50

**4 x 5 Albert all-metal Printer**. Fine condition.

**Bargain Price** .....\$6.75

**10" Metal Print Trimmer**. Fine condition.

**Bargain Price** .....\$9.75

**Cirkut Print Frame**. Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**B & H Ground Glass Motion Picture Screen**, 40 $\frac{1}{2}$  x 30 $\frac{1}{2}$ . Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**Sterling Commercial Water Jacket** for 8 x 10 individual tanks.

**Bargain Price** .....\$9.50

**5 x 7 Dallon Developing Tanks**, with capacity of 6 films each.

**Bargain Price** .....\$6.50

**H. & K. Focusing Cloth**. 36 x 48.

**Bargain Price** .....75c each

**Art Reaves Twin Reflector Outfit**, with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

**Bargain Price** .....\$24.50

**Beattie Marguerite Arc Spot Light**, complete with 4 masks for creation of figured backgrounds, and mounted on caster stand. One of the finest spots ever made.

**Bargain Price** .....\$56.25

**Sunray No. 10 Jr. Lamp**, on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Silvered Motion Picture Wall Screen**, 8 x 8 feet, of roller type, in metal case.

**Bargain Price** .....\$7.50



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

**Beattie Odetta Arc Lamp** (Twin Arc), with automatic carbon feed. Uses  $\frac{1}{2}$ " carbons and requires circuit of 35 amperes or more. Actually burns much less after starting. Reflector is 42" wide and includes diffusion curtain. Looks like new.

**Bargain Price** .....\$65.00

**Beattie Arc Hi Lite Spot Lamp**, on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

**Bargain Price** .....\$39.50

**Beattie Home Portrait Brite Lite Reflector** on folding stands with carrying case. Surface is covered with shimmery silver leaf.

**Bargain Price** .....\$18.50

**B & L 8 x 10 Projection Printer.** Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a  $7\frac{3}{4}$ " lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

**Bargain Price** .....\$19.50

**Victor Flash Bags**, hanging type for use with powder bags and protected by treatment with a fire-retardent carrying case, and so wired that one or more bags can be used as a unit.

**Bargain Price** .....\$7.50 each

**Haldorson Portable Twin Arc Lamp**, complete in case, and measures  $14\frac{1}{2}$  x  $11\frac{1}{2}$  x  $5\frac{1}{2}$ " thick. Furnished without stand.

**Bargain Price** .....\$12.50

**Tubular Steel Stand** for lighting equipment. Maximum height 15 feet.

**Bargain Price** .....\$9.25

**Hauff Amidol** in 1-lb. bottles.

**Bargain Price** .....\$5.50 each

**8 x 10 and 4 x 5 Studio Camera Back.**

**Bargain Price** .....\$6.50

**16" Horseshoe Wringer.**

**Bargain Price** .....\$7.50

**18" Horseshoe Wringer.**

**Bargain Price** .....\$8.50

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

**Background Carrier**, with double swinging frame and mounted on rollers. Measures 46 x  $27\frac{1}{2}$ . Lower frame measures 46 x 54. This is complete with white reflecting material and used for reflecting purposes.

**Bargain Price** .....\$6.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each



# KODATRON SPEEDLAMP FLASH

*Made with 21-inch lens at f/64 in 1/30,000 second*

THE long-focus lens gives correct perspective—the small stop gives ample depth—the speed of the flash stops fast motion of fan and blowing hair—the intense light gives full exposure on Kodatron Panchromatic Film. All of these are decided advantages in practical commercial and illustrative photography. Models are caught in motion, doing things naturally—a good negative is assured with every exposure—flashes cost approximately one-half cent each.

## CONVENIENCE AND ECONOMY OF OPERATION

The Kodatron Speedlamp flash tube has a life of over 5,000 flashes, no special wiring is required, all flashes are 1/30,000 second, synchronization is simple. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Kodatron Speedlamp complete, including power unit, one Kodatron Flash Tube, 18-inch reflector, telescoping standard, and synchronizer cord . . . . . \$400  
 Kodatron Flash Tube (replacement) . . . . . 30

*Descriptive circular on request*

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**



*For enlargements of sparkling  
brilliance—use*

# **KODABROMIDE**

( FORMERLY CALLED KODABROM )

Photographers prefer its rich blacks—its speed of development—and like its choice of thirteen attractive grades.

Eastman Kodak Company, Rochester, N. Y.





# THE FOCUS

*Published Monthly in the Interests of the  
Photographic Industry*

Vol. XVII

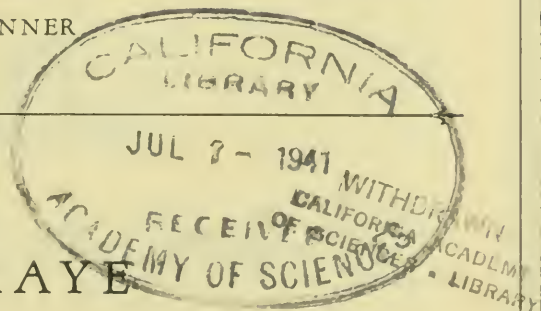
JUNE, 1941

No. 6



A KALART PRIZE WINNER

Published by  
**HIRSCH & KAYE**  
SAN FRANCISCO





# DEFENDER X-F PAN FILM

WITH ABRASION-PROOF RETOUCHABLE SURFACE\*

## IT MAKES RETOUCHING:

**SAFER...** Highly abrasion-resistant, this unique surface minimizes the dangers of scratching and smudge marks before, during and after development.

**EASIER...** This Defender treatment provides a fine tooth surface designed to take retouching easily. Etching and other special modifying treatments are in no way affected.

**SIMPLER...** Does away with the necessity for retouching "dope" except in extreme cases. Simplifies and speeds up your retoucher's work.

*\*Defender Fine Grain Pan is available only with this surface*

# Defender

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

JUNE, 1941

No. 6

## Full Life Begins at Eighty

I've been a bookworm many years,  
All creeds and dogmas hewing,  
I've passed the chrysalidic stage  
Of philosophic brewing.

I've written literary stunts—  
Prose, poetry and jingle—  
In social circles played a part,  
In married life and single.

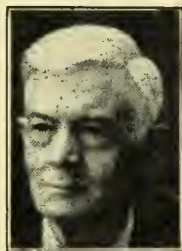
I've served at many crafts and trades—  
Schoolteacher, sculptor, author—  
I've lived the ups and downs of life  
From autocrat to pauper.

I've traced peculiar human traits  
Through ancient anthropology  
And brought my findings up to date  
In history and biology.

In four score years of research work  
I've found sufficient data—  
To prove that with the human race  
Full life begins at eighty.

J. E. JOHNSON.

With this bit of philosophy, we introduce a man who combines the viewpoint of youth with what is probably a record for long time service as a photographer.



Julian Eggleston Johnson was born in a log cabin on an oak-covered ridge in western Wisconsin, on February 7, 1861. His parents came from western New York state near

Buffalo, and had settled on a homestead in 1858.

The tenth child of a family of eleven children, he lived on the farm until the age of nineteen. He received his early education in a log schoolhouse. When not at school or helping on the farm, his favorite pastime was hunting and fishing, both of which were plentiful. He had a fondness for drawing pictures and was often punished by his teacher for neglecting the Three R's in favor of sketching on his slate. By the time he was fifteen, he started to write poetry, which has remained one of his hobbies.

The farm was sold and the family moved to Redwood Falls in Minnesota in 1879, and he found employment as a railroad section hand, but soon left this for farm work. He was a school teacher in 1880, and for the following ten years. He married in 1882, and raised a family of five children.

His first camera was purchased from a mail-order house for \$9.00. This was in the winter of 1886-87, and was the beginning of a fascinating practice of taking family pictures,

(Continued on Page 5)





YOU cannot fool the public! One can walk out of a cheap store with a \$12.50 suit but everyone will eventually recognize its cheapness, even if the stripes and pattern are at first sight apparently "spiffy." A \$50.00 suit may not cause much commotion but eventually it will dawn on people that he is well dressed. So it is with the photo mounts that you use. The fact the best and most successful photographers in the land show preference for Gross Mountings, year after year, are evidence that they must be the best. And Gross Mounts cost no more!

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS  TOLEDO, OHIO

*Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal*

## J. E. Johnson

(Continued from Page 3)

which gradually so grew in popularity that he found it desirable to resign as teacher and became a professional photographer. He established branches in the three nearby communities, which he visited and operated on special days. This was horse and buggy traveling, and was extended for some miles beyond the normal road, for the purpose of photographing farm houses, groups, schools, churches, and threshing crews.

In 1902 he sold his business at Morgan, Minnesota, and bought a piece of cut-over timber land near McGregor and opened a small studio with which he hoped to earn enough to buy groceries while opening up the farm, but there was not enough business to support the studio, so he sold it, and bought a studio at Little Falls, which he held for about two years, after which he located in North Dakota. The winters were too severe, so in 1907 he came to Oregon, and for two years he worked part-time in studios and home portrait work in Portland, Salem, and other communities. In 1909 he opened a studio in Hillsboro, where he has since remained. After forty years as a professional photographer, he has retired from studio life and is now a miniature camera addict and is especially interested in sculpture.

He has held membership in all the photographic organizations in existence during his time in the Northwest. He was a charter member of the A. O. U. W. and M. W. A., of Morgan, Minnesota, until he left the state. His wife died two years after they had celebrated their golden wedding. He is the living head of five generations of which there are three living children, fifteen grandchildren, two great grandchildren, and one great, great, grandchild.

## Why Worry?

Either you are successful or you're not successful.

If you are successful there is nothing to worry about.

If you're not successful there are only two things to worry about.

Your health is either good or you're sick.

If your health is good there is nothing to worry about.

If you are sick there are only two things to worry about.

You are either going to get well, or you're going to die.

If you are going to get well there is nothing to worry about.

If you are going to die there are only two things to worry about.

You're either going to Heaven—or—you're not going to Heaven.

If you are going to Heaven there is nothing to worry about.

If you are going to the other place you'll be so busy shaking hands with old friends you won't have time to worry.



## Kodak 8x10 Metal Paper Board

The principal features of this paper board are its metal construction, finished in gray lacquer, and its one-inch wide movable masks that are easily adjusted to the desired size or removed completely. Paper guides allow positioning the paper in the rear left-hand corner of the board and are set for a 1/4-inch margin on the print.

Hinged to the rear of the base is a stationary mask that may be raised to an elevated position and held there by a spring. This mask with the movable masks removed will permit the making of a print 7 1/2 x 9 1/2 inches in size.

Kodak 8x10 Metal Paper Board, for use with Kodak Portable Miniature Enlarger or any vertical enlarger, \$6.50.



## Two New Color Flashbulbs Are Announced

WITH more and more amateurs turning to natural color photography, the need for smaller size, lower-priced color corrected flashbulbs for all types of cameras including focal plane, has been keenly felt. To meet this increasing demand, the Wabash Photolamp Corporation has announced two new small size, blue color bulbs, the Nos. OB and 40B.

These two new bulbs are said to be the first color-corrected flashbulbs that can be used with all cameras including the focal plane types. Their self-filtering blue jackets entirely eliminate the need for any separate filters when shooting either indoors or outdoors with daylight type color film, or daylight-corrected one-shot color cameras. By coating the inside of these bulbs with a special crystal-clear, daylight blue lacquer, to act as a self-contained filter to color correct the light emission, it has been possible to convert the color temperature of the light from 4,000° to 6,000° Kelvin, the equivalent of sunlight.

Thus, balanced with sunlight, the bulbs are particularly useful in synchro-sunlight color photography, where they serve as boosters to throw much needed light into the dense shadows cast by the sun. The effect is to create more balanced lighting, which is imperative in color work if true color rendition is to be obtained, with the colors in correct relation to each other as the eye would see them in sunlight.

Because of the smaller size and lesser light output of these two new bulbs in comparison with the standard larger color sizes No. 2B and No. 3B, there is considerably less danger of blocking up highlights, a fault which easily occurs if too large a bulb is used. These new bulbs also enable the amateur to take color pictures on cloudy days, against the light for sparkling back-lighting effects, and at night with daylight type color film. Faster shutter speeds are also possible, thus bringing a wider variety of subjects within reach of the color photographer. The comparative characteristics of the four Wabash blue color flashbulbs now available, follows:

	New No. OB	New No. 40B	No. 2B	No. 3B
*Color-corrected light output in Lumen seconds .....	12,000	18,000	42,000	85,000
Color temperature—Degrees Kelvin .....	6,000°	6,000°	6,000°	6,000°
List Price .....	\$.16	\$.20	\$.25	\$.45

\*Filtered light output only.

### Additional Contrast of Kodabromide Paper

Kodabromide paper, double weight, Grades R and S, will henceforth be furnished in Contrast No. 4 in addi-

tion to those contrasts previously furnished.

It will be furnished in the same sizes and at the same prices as other grades of Kodabromide paper.

## The Small Businessman

THIS is a country of small towns and small businesses. The large cities often are only small neighboring communities grown together; the large businesses usually are successive stages of a particular service hooked together for efficiency and economy. But for the villages, there would be no cities—large cities are not self-perpetuating; and but for smaller business units, there would be no great corporations. Were the great cities destroyed, they could be rebuilt from the towns and villages; from small businesses, great corporations could be organized again—but conversely, this would not be true.

Ninety-four per cent of American towns and cities have less than 50,000 population. These are communities of quite distinctive character and great range of individuality. Each community or group has much more balanced leadership than most large cities have. Out in the country—where you really find this Country—a type of thought prevails of which the suffocating and sophisticated superficiality of the strident and self-worshipful metropolis seldom seems capable.

Likewise, the country's real business is small business. Of all businessmen who pay income tax, 96 per cent are Small Businessmen who earn less than \$25,000 a year—earn it and use it. We have about 210,000 industrial concerns; 145,000 of them are small concerns producing less than \$100,000 worth of goods a year—which everyone knows is a *very* small production. There are one and a half million retail stores; one and a quarter million of them are independent single-owner stores.

It is important to know this, but we cannot be said to know it as long as we think of *Big Business* when we hear *business* spoken of—as if business were great aggregations of capital, vast concentrations of mechanical power and famous industrial names. These do not comprise American Business. Go around the country, observe things at first hand. Drop into the annual convention of the American Bankers Association, for example. You see 5,000 bankers in session. Famous men are there—heads of famous banks—but you could seat *them* in one row of chairs. The other 4,950 men (and a few women) are heads of country banks, small-town banks, small-city banks—the Small Bankers who carry on the bulk of the banking business for the bulk of the people. Visit the great Cannery Convention—a convention so large that it swamps any city where it meets. All the big names are there, of course, but they are lost among thousands of men connected with small canneries—single-owner canneries, two-brother partnerships, canneries operated by five working partners, and so on. You need to see them all together to realize that the canning industry is made up of a multitude of small units. At an insurance convention you observe the same thing—the big national companies as a matter of course but *also* hundreds of smaller accident, fire, life and health insurance companies, representing at least one line of American business that today can report its transactions in astronomical figures without using a single drop of red ink. The hotel business in convention presents the same picture. That massive industry is capable of caring for more than a million people every day, yet 70 per cent of the hotels that comprise it have less than 50 rooms each. Name any field you like—the furniture business, the pulp and

(Continued on Page 9)





**★ FOR ACTION SHOTS**

Speed of  $f4.5$  yields sharp, clear action shots, even indoors and on dull days.



**★ FOR HOME PORTRAITS**

True perspective, moderate focal length and speed produce excellent portraits in small rooms.

**★ FOR GROUP PHOTOS**

Anastigmatic correction and flat field assure group shots of detail and brilliance.



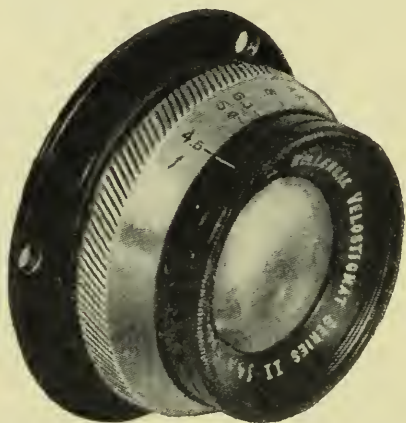
**★ FOR COPYING**

Fine optical correction registers details faithfully, guarantees excellent copying with this Velostigmat.



**★ FOR ENLARGING**

Speed and fidelity to detail give you surprisingly short exposures in making enlargements.



**SERIES II  $F 4.5$   
VELOSTIGMAT**

# AN ALL-ROUND HIGH SPEED ANASTIGMAT

The Series II Velostigmat  $f4.5$  is one of the most versatile lenses for general studio and portrait work—with it your one camera virtually becomes five separate instruments. Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action shots. And so fine optically that it is regularly used for copying and enlarging.

The Wollensak Series II  $f4.5$  incorporates modern advantages that will advance your artistry, help you get business.

WRITE FOR LITERATURE

WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.

# WOLLENSAK

**WRITE FOR  
FREE BOOK**

## THE SMALL BUSINESS MAN

(Continued from Page 7)

paper business, the newspaper publishing business, the dairy business—it is made up of small units.

Even the operations of big automobile factories are preceded by weeks of work in the field of Small Business, and when the big automobile manufacturers have added their special contribution, the whole product moves out into the field of Small Business again to be bought, sold and used. Big Business is just a junction point for Small Business, going and coming.

What a vast network of communications Small Business is, through which to send depressive or tonic influence to the country! We are more dependent on the Small Businessman than we realize—more than *he* realizes. Not only is his *importance* to be emphasized, but also his *responsibility*. His community takes its reading of the national economic temperature from the thermometer of his countenance. Whatever he permits to worry or injure or unduly burden him, slows down the nation. In the worst of times, from 10 to 25 per cent more business volume is always to be had, that our surrender to personal discouragement robs us of. That percentage spread through the nation would be the saving margin, and that margin is the special field of the Small Businessman to conserve.

This is a Small-Town and Small-Business Country. That is one phase of our democracy. There is strength and there is wisdom in large numbers of small interests working for the common purpose.

W. J. CAMERON.

### PAKO Oval Weight Rings Of Polished Brass Nickel Plated

PAKO Oval Weight Rings are especially suitable for 116 and 120 and other large size films. For smaller sizes, such as Leica, Contax, and other miniature films see the PAKO "All Purpose" Weight Rings described above.

Per dozen .....\$2.50

1 1 1

### PAKO "All Purpose" Weight Rings

Made of Durable, Acid Resisting  
Metal

PAKO "All Purpose" Weight Rings are used for holding down Leica, Contax, or other films when doubled in the tanks. They may be used horizontally

on wide film, or vertically on narrow film — this feature makes them doubly convenient wherever films of various sizes are processed.

Per dozen .....\$4.20

1 1 1

### The PAKO Tray Thermometer For Quick, Easy, Temperature Indication

A practical thermometer for use in developer trays or the Pakodoper. Designed for easy reading in semi-darkness. Has large, legible temperature scale and black spirit tube set against a white enamel background.  
Size: 4 $\frac{7}{8}$ " high, 2 $\frac{7}{8}$ " wide.

Price, each .....\$3.00



# 20 Reasons

## Why You Should Join

### THE PHOTOGRAPHERS ASSOCIATION OF AMERICA

1. Book of 60 Selected Photographs of the 1940 Convention and—next spring—a similar book from the 1941 Convention.
2. Complete printed Report of the 1940 Convention and—next fall—a similar book for the 1941 Convention.
3. Handsome two-color Membership Certificate.
4. Two-color Membership Card.
5. Code of Ethics, to be framed and hung in your studio.
6. Cut of The Association Emblem for your stationery and advertising.
7. Decalcomania transfer of the Emblem for your window or showcase.
8. A year's subscription to *The Professional Photographer* (twice a month).
9. A year's subscription to *The Commercial Photographer* (monthly).
10. Traveling Loan Collections of Photographs for display in your studio.
11. Traveling Loan Collections of Greeting Cards from which to get ideas.
12. Traveling Loan Collections of Portrait Direct Mail Material from which to plan campaigns of your own.
13. Traveling Loan Collections of Commercial Direct Mail Material for the same purpose.
14. Traveling Loan Collections of Stationery and office forms to help you improve your letterheads.
15. The 1941 Classified Membership Directory—your own name will be listed in the 1942 edition.
16. Names of photographers in all parts of the country, whenever you need them.
17. Admission to the Annual Convention.
18. Prompt answers to your questions on any photographic problems.
19. The possibility, through the Merit System, of becoming a Master of Photography.
20. Collections of Lantern Slide Talks (now being prepared but not to be ready before September).

There are other services, but we cannot describe all of them in this limited space. It should be enough to say that no trade association in any industry, regardless of what it charges for dues, offers as much genuine, helpful service as The P. A. of A. And the dues are more than reasonable—they are ridiculously low—judge for yourself.

	12 Mos.
<i>Annual Gross Business</i>	<i>Dues</i>
Up to \$5,000.....	\$ 5.00
From \$5,001 to \$7,500....	7.00
From \$7,501 to \$10,000....	10.00
From \$10,001 to \$15,000....	12.00
From \$15,001 to \$25,000....	15.00
From \$25,001 to \$50,000....	20.00
From \$50,001 to \$100,000....	25.00
From \$100,001 up.....	30.00

Additional information and application blank can be obtained from Photographers Association of America, Caxton Bldg., Cleveland, Ohio.

## Charles D. Gallagher

CHARLES D. GALLAGHER, Ely, Nevada, has purchased the large building in which his studio is located. The building was finished about two years ago and in addition to the studio, contains the offices of the State Compensation Department, the State Employment Office, and the Federal Grazing Department branch offices. The building occupies an entire block in Ely, and Mr. Gallagher has shrewdly kept his own name in the background and has called his building the "Photography Building". We wonder how many other communities have a building similarly named!

When the original plans were designed, Mr. Gallagher arranged for a long term air lease on the roof and now enjoys the use of a comfortable penthouse bachelor apartment built for his personal use.

We should add that a 15 foot vertical neon sign on the corner of the building announces — "Photography" — which helps to keep Ely photographic minded.



## Kodak Photographic Papers Chart

The Kodak Photographic Papers Chart shows, by means of actual photographic paper samples, the surface texture, stock tint, and warmth of emulsion tone for all Kodak papers. Stock weight and available contrasts are also given for each paper. In addition to instructions on the use of the Papers Chart itself, a table of development, safelight recommendations, paper speeds, and helpful suggestions on choosing appropriate paper surfaces for various subjects are included.

Kodak Photographic Papers Chart, \$1.80.



*We urge you to save your copies of THE FOCUS for future reference.*

## Lites and Lighting

"Lites and Lighting", by Beattie, is the name of a most interesting booklet just received, and available to any reader of THE FOCUS who may send a request for a copy.

While the book was intended as a complete catalog of Beattie Lamps, it is actually a most helpful book on the use of lighting equipment. Every professional photographer should have one and read it. After you have read the book you will understand that when you buy a Beattie Lamp you are not merely buying a piece of manufactured merchandise, but an instrument by which you can produce better pictures, and definitely increase your sales and profits.



## Lost

A 2" F3.5 Radionar lens, No. 498390, in compur shutter, No. 2524065, was shipped to a customer and apparently lost en route.

Should this lens be offered to you it is suggested you promptly get in touch with us.



## Speed Graphic Camera With New Kodak Ektar Lens

We shall henceforth furnish the 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  Speed Graphic Camera with Kodak Ektar F3.7 105-mm. lens in Supermatic shutter. This new lens will be supplied with a blade arrester and will include front lens cap and No. 2 Cable Release.

2 $\frac{1}{4}$ x3 $\frac{1}{4}$  Speed Graphic Camera, including one film holder, Graflex or Graphic Back, with Kodak Ektar F3.7 105-mm. lens in Supermatic Shutter .....\$134.00

\*Kodak Ektar F3.5 105-mm. Lens in Supermatic Shutter 54.00

\*This lens furnished separately is expected to be ready for shipment in June.



## Speeding Up Film Processing With Infra-Red SEALED-SILVER HEAT LAMPS

From click to pic in fifteen minutes is a dream made possible for amateur photographers with the help of the new Birdseye Sealed-Silver Heat Lamps that Wabash has put out, and the new rapid process which Agfa published. Briefly, the process consists of five steps:

1. A rapid working two-solution developer.
2. A five-second short-stop bath.
3. Rapid fixation.
4. A two-minute wash.
5. Speed-drying with infra-red.

Until recently the biggest thorn in the side of the rushed photographer was the problem of speed-drying negatives without risking their quality. This problem is solved with the application of infra-red radiant heat energy, developed by the new sealed-silver Birdseye Heat Lamps now being manufactured by Wabash. The infra-red heat rays these new lamps develop cut down drying time by penetrating through the film emulsion to start the drying process from *within!* These lamps have their own built-in reflectors, consisting of pure solid silver linings hermetically sealed *inside* the bulbs where they serve to concentrate the rays of energy to any desired point.

With the new speed-drying method, negatives can be developed and completely bone-dry in from seven to eight minutes. For Step 1, the two-solution developer recommended by Agfa is mixed as follows:

### SOLUTION No. 1

Metal or Equivalent	1/2 oz. 80 gr.
Sulphite	4 oz.
Hydroquinone	1 1/4 oz. 30 gr.
Water to make	1 gallon

### SOLUTION No. 2

Sodium Carbonate (monohydrated)	13 1/2 oz.
Water to make	1 gallon

*Step 1—Developing: Time 2 minutes.* The negative is developed by immersing it in solution No. 1 (70° F.) and agitating for one minute. Without rinsing, the negative is then placed in solution No. 2 and agitated for the same length of time. Because of the extremely rapid action of the developer, continuous agitation is necessary to avoid streaks from uneven development.

*Step 2—Short-Stop Bath: Time 5 seconds.* The negative is then immersed for five seconds only in an acid short-stop bath made up of 1 1/2 ounces of 28% acetic acid in 32 ounces of water. It should be agitated for five full seconds.

*Step 3—Fixation: Time 1 1/2 minutes.* The negative is finally fixed for at least 1 1/2 minutes, with continuous agitation, in a concentrated hypo formula such as Agfa's No. 201 made up as follows:

### SOLUTION No. 1

Hot Water (125° F.)	1/2 gallon
Hypo	3 pounds

### SOLUTION No. 2

Hot Water (125° F.)	20 oz.
Sodium Sulphite	2 oz.
Acetic Acid (28%)	6 oz.
Potassium Alum	2 oz.

*Add solution No. 2 to No. 1 and then water to make 1 gallon.*

*Step 4—Washing: Time 2 minutes.* After fixation, the negative can be given a temporary two minute washing in running water. If its permanence is desired, it will have to be rewashed thoroughly later.

*Step 5—Speed Drying: Time 2 minutes.* The wet negative is laid out on a clean ferrotype tin and all surface moisture removed by squeegeeing both sides with a soft rubber squeegee. The film is then immersed in a tray of Agfa Rapid Drier solution for no longer than one minute, with the tray rocked continuously. After the rapid drier solution, the film is squeegeed again and placed in a dry

(Continued on Page 14)

## "Boy—Bring Me Some Fine Grain Developer—and Some Ice"

A NEW departure in hotel service of particular interest to everybody connected with photography has been decided upon by the management of the Hotel Stevens, Chicago, Illinois, who will provide camera club facilities for guests of the hotel. They will be ready for use during the forthcoming 1941 Combined Photographic Industry Conventions and Trade Show to be held in the Stevens Hotel the week of August 18th. General Manager Joseph P. Binns decided last year following the 1940 Combined Photographic Industry Conventions and Trade Show at his hotel that photographic facilities for the traveling public were a "must" on the guest service list.

Accordingly he conferred with leading figures in the Chicago retail photographic field and with heads of photographic clubs and with H. O. Bodine, Executive Secretary of the National Photographic Dealers Association, about his idea. From these various sources Mr. Binns had advice and counsel; the net result was the formation on paper a short time ago of a photographic club to be complete with dark rooms, meeting room, office space. The developing and printing section will be equipped with the latest devices and present plans call for at least two developing and printing rooms with possibilities of three of each. The equipment will be purchased at retail from Chicago retailers and no gifts will be accepted from manufacturers or others. The meeting room will be furnished in auditorium style with the most modern lighting and equipment and will comfortably seat at least 50. It will be provided with screens for motion and still projection and for meetings and other uses of the various smaller clubs throughout the Chicago region, without charge. For the casual dropper-in there will be a comfortably furnished lounge where he or she may sit and talk about photography with others interested in their hobby. An attendant will be on duty at all times as well as an experienced worker to aid and assist members, their friends and guests of the club in their photographic problems. The lounge will also be equipped with illuminated display cases where photographic manufacturers may display their wares free of charge, with placards telling where merchandise may be purchased from local dealers. The privilege of merchandise display will be rotated so that every manufacturer may have an opportunity of showing his stock before those who visit the Club.

Membership in the Club will be open to all guests of the Hotel Stevens including those who have been guests within three years and the same privileges will be afforded to all members of photographic clubs in the Chicago area, as well as to photographic dealers and others throughout the country—and this without charge or obligation of any kind. There will be a continuous exhibit of prints from individuals and clubs both in the Camera Club headquarters and in other parts of the hotel being equipped for this purpose and several times each year a large print exhibit will be held.



## Film Drying

(Continued from Page 12)

developing hanger, suspended between two Birdseye Infra-Red Heat Lamps placed about two feet apart. An electric fan, set up behind the negative, should be turned on *first* to send the flow of air across the path of the infra-red rays on each side of the film. It is absolutely necessary to turn on the fan before turning on the heat lamps, as without the fan there is danger of overheating the film and melting the emulsion. The negative will dry in from 1½ to 2 minutes and should be removed from the hanger immediately.

In the absence of rapid drier solutions, the negative can also be swabbed with "wetting" solutions such as Aerosol, or simply sponged dry with viscose sponges preparatory to hanging it between the infra-red heat lamps. The difference in drying time will not exceed 45 seconds.

If more than one negative is to be dried at a time they should be set up between the heat lamps end to end and not side by side so that the heat rays fall equally on the surfaces of each negative. The lamps, however, will have to be placed further apart so that their rays will spread out sufficiently to cover the subsequent greater area. This, of course, will mean a slight increase in the drying time.

In the case of roll film, the individual frames may be cut apart and dried separately or in sets of two or three at a time. The accompanying photo shows a simple method of drying an entire roll of No. 116 film. The films were cut apart in sets of two and clipped to the support in the manner shown. Clips on the bottom served to weigh them down and at the same time hold them together in a unit. With this set-up, the films should dry in from five to ten minutes with the heat lamps placed three to four feet apart. A few tests with well-soaked waste film will help de-

termine the best set-up for individual requirements.

Once the negative is dry, it is a simple matter to produce a print in from three to five minutes, making the total processing time about thirteen to fifteen minutes.

Birdseye Heat lamps produce near infra-red rays that are converted into a deeply penetrating kind of heat as soon as they strike an object. Instead of heating from the surface slowly inward, the action is reversed—the infra-red rays penetrate deep down into the surface film to start the drying and dehydrating process from the **INSIDE OUT**, instantly, uniformly, efficiently.

The Birdseye "sealed-silver" reflector lamp is a single-unit self-reflecting heat lamp that concentrates a flood of penetrating infra-red rays exactly where needed. Its reflector lining is made of pure polished silver that will not burn off at the neck or tarnish, because it is sealed *inside* where it is free from oxidation and the collection of dust and dirt. It needs no separate reflector.

Average laboratory life of all three Birdseye Heat Lamps is 6,000 hours.

Description	"Sealed-Silver" Heat Lamp	Large Clear Heat Lamp	Small Clear Heat Lamp
Watts	250	250	250
Volts	105-120	105-120	105-120
Bulb	RE40	PS30	G30
Base	Med.	Med.	Med.
	Skirted		
Max.			
Length	7¼"	8"	6⅛"
Burning			
Position	Any	Any	Any
Stand. Pkg.			
Quant.	12	60	24
Price	\$1.60	\$ .85	\$1.00

Everyone should early learn the vital difference between self-conceit and self-confidence. Men instinctively mistrust the conceited person—just as they are always ready to submit to the generalship of the truly confident.

## The U Boats Bring the War To You

LOSSES of ships in the Battle of the Atlantic has resulted in a diversion of American owned and operated vessels from inter-coastal to other service.

For many years, west coast jobbers and distributors in all lines of business have made use of intercoastal shipping to bring their merchandise from east coast factories. Prices quoted have been on the basis of water freight transportation.

With the diversion of these ships and scarcity of cargo ships, it is now necessary to route these shipments by rail at drastic increase in shipping cost. While this is a general condition in all lines of business, we are primarily concerned with photo supplies and equipment. Transportation companies look upon our business as a mass movement of scientific instruments, precision instruments, and of high value. Lighting equipment and enlargers are two of many items we could name. These are assessed at one and one-half times first class rate. Enlargers are considered analogous to cameras, probably because they have bellows. When you consider that our hypo arrives in carload lots and other chemicals in ton lots, you will realize how great will be the increase in transportation cost for the year.



### Eastman Executives

New responsibilities in the management of the Eastman Kodak Company were imposed recently (Wednesday, May 7th), by the board of directors of the company. To the office of president, the board elected Thomas Jean Hargrave, native of Nebraska, graduate of the Harvard Law School, cavalry private on the Mexican border in 1916 and 1917, machine gun captain in France in 1918, and winner of the Distinguished Service

Cross and the Croix de Guerre, member of a Rochester law firm after the war, secretary of the Kodak Company since 1928, and vice-president since 1932. Frank W. Lovejoy, president and general manager for the past seven years and veteran of 44 years service with Kodak, was elected chairman of the board of directors. William G. Stuber, chairman, and himself a 47-year Eastman veteran, was elected to the newly-created office of honorary chairman. The title and duties of general manager passed from Mr. Lovejoy to Albert F. Sulzer, vice-president who came to the Kodak Park Works as an assistant chemist soon after his graduation from the Massachusetts Institute of Technology in 1901, was promoted through various positions of administrative responsibilities until he was manager of Kodak Park, the largest photographic plant in the world, and for the past five years has been assistant general manager of the company. Dr. Albert K. Chapman, a physicist who became assistant vice-president and production manager, last week was elected vice-president and assistant general manager. Milton K. Robinson became secretary of the company, and was succeeded as assistant secretary by William F. Shepard.



### Wollensak Photo Lenses

This is the name given to an interesting little booklet officially known as Catalog #41, in which the various lamps, shutters, and accessories of the Wollensak Optical Company are listed and described. A copy will be sent to anyone who may send us a request.



*Keep each copy of THE FOCUS for future reference.*



Would you hire yourself for your present job if you were boss?



The depression has taught us, among other things, that the ladder to success is not an escalator.



# Sussman Mounts

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—  
Serrated Edge Underlay—Slip-in Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	List Price per 100
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 6.25
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	7.75
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	9.25
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	10.50
8x10	10 x13 <sup>1</sup> / <sub>2</sub>	17.50
10x8	12 <sup>1</sup> / <sub>2</sub> x11	18.00
<b>KELSEY</b>		
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 4.50
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	5.75
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	7.25
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	8.25

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6  
and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 5.75
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	6.25
4 x 6	7 x10 <sup>5</sup> / <sub>8</sub>	9.00
5 x 7	8 x11 <sup>3</sup> / <sub>4</sub>	10.00
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	10.50
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x12 <sup>1</sup> / <sub>2</sub>	12.50
8 x10	10 <sup>3</sup> / <sub>4</sub> x14	14.50
10 x 8 Group	13 x11 <sup>5</sup> / <sub>8</sub>	14.50

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

“Sussman Mounts Are Paramount”

## Sterling Tank System

Complete line of the best (triple coated) Porcelain Enameled Developing Tanks, Water-Jacketed Outfits, Hypo Fixing Tanks, X-Ray Tanks and Outfits. Superior quality.

Made of the best heavy gauge steel with **THREE SEPARATE COATS OF PORCELAIN ENAMEL FUSED ON AT A HIGH TEMPERATURE.**

Easily handled, easily cleaned, light in weight. Durable and economical.



## Amateur Finishing Outfits for Roll Film and Circuit Work

Complete outfit consists of Steel Enameled **WATER JACKET**, one **DEVELOPING** tank, one **FIXING** tank with space between tanks for washing the films. Circulating water all about tanks insures most essential temperature control. Large daily output. Big saving of solutions. Low upkeep. Made in three stock sizes.

### Ten Gallon Size

Green tanks, 5x12x42", each....\$16.00  
Lids for above tanks, each..... 1.75  
Water jackets for tanks, each.. 37.50  
Lids for water jackets, each.... 3.90

### Size No. 12 for New 8-Exposure No. 116 Films

Black tanks, 5x12x47", each....\$16.00  
Green tanks, 5x12x47", each.... 17.00  
Lids for above tanks, each..... 1.75  
Water jackets for tanks, each.. 39.00  
Lids for water jackets, each..... 3.90

Tanks, 12 gallons capacity.

### No. 19 Size for New 8-Exposure No. 116 Films

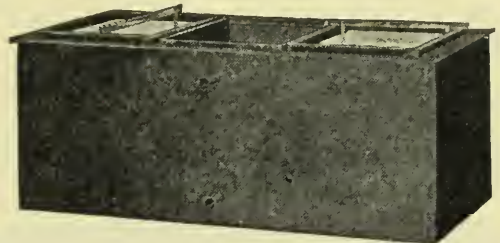
Black tanks, 8x12x47", each....\$18.50  
Green tanks, 8x12x47", each.... 20.00  
Lids for above tanks, each..... 2.10  
Water jackets for tanks, each.. 48.50  
Lids for water jackets, each.... 4.50

Tanks, 19 gallons capacity.

## Commercial Outfits in Two Sizes

For Developing Plates and Cut Films

Large size accommodates 5x7 and 8x10 Eastman Portrait Hangers. Small size for 5x7's only.



Two removable tanks enclosed in water jacket. Middle space for washing. Circulating water for temperature control.

**SIZE No. 1**—For both 5x7 and 8x10's. Used interchangeably.

**STYLE A** — Outfit complete, black and white tanks and water jacket .....\$34.00

**STYLE B** — Outfit complete. Two white tanks and water jacket ..... 35.00

(Separate Tanks: 3½ gal. capacity.)

Black Tank 7½x10½x10½" deep .....\$ 7.50

White Tank 7½x10½x10½" deep ..... 8.50

Lids furnished if desired..... 2.10

**SIZE No. 2** for 5x7 Hangers Only. Outfit complete. Two white tanks and water jacket.....\$25.20

Separate tanks: 1 gallon capacity.

White Tank 4½x7½x7½" deep ..... 6.60



## The Sterling Hypo Fixing Baths

Far superior to shallow trays on account of extra large depth and roominess. No slop or mess.

12x16x5" deep .....\$12.00

16x20x6" deep ..... 14.00

20x24x6" deep ..... 18.00

20x30x6" deep ..... 20.00



# Still Peace-time Quality At Peace-time Prices—

**B**EATTIE Fluorescents top the market in quality of materials and workmanship; in efficiency and in control. Backed by the skill acquired in more than twenty years of lighting design, these great lamps are praised by delighted owners as the "finest ever built by Beattie."



**MODEL ARM:** Eight 20-watt tubes, backed by genuine Alzac reflectors, provide ample speed and covering power for the average studio. Priced, complete with G.E. tubes, only \$85.00.

**MODEL FS:** The ideal size for shadow and supplementary service. Lamp-head may be removed from stand and placed on special base-post for low angle fill-in. Complete with five 15-watt tubes, \$55.00.

**HOME PORTRAIT LITE:** Same size and covering power as the above, same quality of construction, but equipped with folding stand and carrying case, only \$56.50.

See the complete Beattie line of floodlites, the Super Boom and other spots in our salesroom. Or write for magazine style catalog, just off the press.

## HIRSCH & KAYE

SAN FRANCISCO, CALIFORNIA

*Time payment plan provides easy terms.*

# New High-Power Superflash Announced by Wabash

A NEW high-powered Superflash bulb primarily designed for professional and commercial use, but well within the reach of the average amateur, has just been announced by the the Wabash Photolamp Corporation. Known as the No. 3X, the new bulb is packed with an exceptionally high-powered light output of 4,500,000 peak lumens that are developed in a broad peak instantaneous flash of 110,000 lumen seconds. A special feature is the introduction of a new type of lens-clear, colorless safety-jacketing that assures 100 per cent light transmission, no absorption, and no objection of any kind for color work.

The extremely high-powered peak-light flash that the bulb develops is ideal for use in covering large wide areas as for stadium scenes, large halls, crowds, training station and airport scenes, and other assignments where it is necessary to provide brilliant instantaneous illumination over a very large area. Its high light output is especially advantageous for indoor color work where a great deal of illumination is generally needed. The No. 3X has the same peak uniformity consistent with the other Superflash sizes, is in the same synchronization band as the No. 3, and is precision-timed for multiple flash work in black and white, or color. List price will be 25¢ per bulb.

We are now making a general announcement of Kodak Fluorescent Water Colors and Kodagraph Copyboard Hood for the Kodak Fluorescence Process. Colors available are:

## Kodak Fluorescent Water Colors

No. 1 Cold Yellow	No. 10 Peacock Blue
No. 2 Warm Yellow	No. 11 Green Blue
No. 3 Orange	No. 12 Green
No. 4 Orange Red	No. 13 Yellow Green
No. 5 Crimson	No. 14 Raw Sienna
No. 6 Rose	No. 15 Burnt Sienna
No. 7 Red Purple	No. 16 Burnt Amber
No. 8 Violet	No. 17 White
No. 9 Warm Blue	No. 18 Black

Set of 18 1/4-ounce tubes .....	\$25.00
Single tube, 1/4-ounce, of any color .....	1.50
Set of 18 1-ounce jars .....	75.00
Single jar, 1-ounce, of any color .....	4.50

## Kodagraph Copyboard Hood for use with Fluorescent Water Colors

For Double-Deck Arcs .....	\$550.00
For Single-Deck Arcs .....	350.00

The Kodak Fluorescence Process is intended for color correction purposes only and is not related to the Esquire Fluorographic Method. Kodagraph Copyboard Hoods are stocked only in Rochester and are priced F. O. B. Rochester, N. Y.





# ILEX SHUTTERS and LENSES

*Precision Instruments . . .*

*Superb Performance*

Photographers today demand high standards in their equipment. Greater shutter speeds, more accurate exposure timing (especially for color), smooth convenient operation, better correction and critical definition in lens equipment. Constant research and experience of over thirty years insure these and other essential qualities in the wide variety of Ilex Lenses and Shutters available for photographic requirements.

Send for illustrated folders.

ILEX OPTICAL COMPANY - - - ROCHESTER, NEW YORK



## 20 to 1

**I**N one of the California Army Camps the Commanding Officer made the statement that each soldier in the camp requires twenty people to support him.

There is food for thought in his statement for he did not say that twenty producers were required. Of these twenty people there will be some who are ill, unemployed, on strike, and otherwise unproductive. A smaller number of people must, therefore, assume the total load of the twenty and in the smaller group there will be merchants, manufacturers, and distributors.

It must be obvious that if through taxation and similar methods, this small group is to carry the load, then the same group must be permitted a profit that will enable them to stay in business and continue to be taxed. As an increasing amount of our total profit is collected from the enterprise and efforts of the American people, profit becomes of greater importance, in fact, without profit in business, there will be no taxes and no defense program.

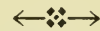


## There Will Be More of This

As an indication of what we may expect in the near future, we mention that it is now necessary for us to submit a monthly report of Ferrotype plates on hand. A notorized copy of our inventory is to be sent to the Office of the Production Manager in Washington and a similar notorized copy is to be filed with our sources of supply. The purpose of this is to prevent building up an unusually large inventory of material needed in the defense program and unless we comply with these regulations, we will not be able to obtain plates in the future. We expect this form of rationing to be extended to other items we distribute.

## Metal Frames

By the time this edition of THE FOCUS is mailed, new prices on metal frames will be effective. A large shipment received during the past few days was found to be billed to us at new increased price. We have tried to keep the new prices as low as possible and the average increase in list is only about 15 per cent above the former price.



## Leaflets Available

In order to help camera shop owners create further interest in Fotoflat Mounting Tissue, we are prepared to offer leaflets without imprint in any reasonable quantity that may be ordered.

We often can furnish other leaflets of popular equipment and if you have any need of leaflets for counter distribution, we suggest you tell us as we quite likely can in this way help you.

### AVAILABLE IF WANTED

A group of recently announced booklets in connection with varied uses of G.E. Exposure Meter, has been announced. We will be glad to send one or more of the following to anyone who may send their request:

"Designed For Better Pictures."

"Film Value Sheet."

"How to Use the G.E. Exposure Meter for Printing and Enlarging."

"Tips on Better Child Pictures."

"Here's How Easy It Is to Use Your G.E. Exposure Meter."



## Toy Projectors

Irwin Projectors for 400 ft. 16 m/m reels. These are late models and well suited to children's use as toy projectors and for experimental use. Motor driven. Give the children a real projector.

Bargain price.....\$8.50 ea.



## Eastman's No. 477 Verichrome Summer Assortment

With Special Military Counter  
Dispenser

**Y**OU couldn't ask for a more timely counter dispenser than the one accompanying Eastman's new No. 477 Verichrome Summer Assortment.

It's free, of course, when you buy the 102 rolls of Kodak Verichrome Film, in popular sizes, which make up the assortment. Order No. 477. Put this powerful film sales producing dispenser on your counter. Watch it get on the job—and stay there.

### *Includes the Following Quantities of Kodak Verichrome Film*

6 rolls Kodak V127.....	\$ 1.50
24 rolls Kodak V620.....	7.20
24 rolls Kodak V120.....	7.20
24 rolls Kodak V616.....	8.40
24 rolls Kodak V116.....	8.40
<b>TOTAL RETAIL VALUE.....</b>	<b>\$32.70</b>

Note that the 102 rolls of Kodak Verichrome Film are in the best-selling sizes only. Dispenser is 12 inches wide, 6 inches deep, and 19 inches tall; solidly and durably constructed; handsomely lithographed in two tones of brown.

### *Also Timely*

## No. 476 Eastman Camera Package

1 Six-20 Brownie Junior.....	\$ 2.00
2 Six-20 Target Brownies.....	5.30
1 Six-16 Brownie Junior.....	2.35
2 Six-16 Target Brownies.....	6.00
1 Kodak Duex (shown in card)	5.75
<b>TOTAL RETAIL VALUE.....</b>	<b>\$21.40</b>



## Paper Grade Changed

Vitava Opal Paper and Vitava Projection Paper Double Weight Grade W will henceforth be known as Grade U.

Other specifications remain unchanged.

## Six Ways to Do It Better With Grippit

**TITLES**—Drops of Grippit on the thin edges of cardboard letters keep them erect; Grippit holds small objects to glass against the pull of gravity. Rub off the Grippit later, leaving the object unsoiled for re-use.

**COPYING**—When necessary to copy material to its edges, attach it to the easel with Grippit. No thumbtacks show or mar the copy. Grippitted work is removable.

**LABELS**—Original labels or date strips can be transferred to stock solution bottles. Bottles can still be washed as Grippit is waterproof.

**MASKING**—Unusual masking can be done by Grippitting black paper to metal or plastic arms of paperholder or glass of printing frame. Peel off the mask afterwards.

**REPAIRS**—Drops of Grippit will fill pin holes or Grippitted strips of black cloth will patch larger breaks in bellows. Grippit cements snagged leather on cameras and lining felt to cases.

**COLLAGE**—Grippit allows you to slide parts into perfect register; Grippit cannot curl or shrink paper excess. Grippit rubs off, making joints undetectable when re-photographed.

**GRIPPIT** sticks paper, cloth, leather and rubber together and to wood, metal and glass. Grippit is removable, waterproof, non-wrinkling, non-inflammable.

	EACH
LARGE 4-OZ. TUBE.....	.25
BRUSH CAN .....	.35
HALF-PINT .....	.55
PINT .....	.90
QUART .....	1.50
GALLON .....	5.00
THINNER, <i>Pint</i> .....	.75
THINNER, <i>Quart</i> .....	1.25
DISPENSER .....	1.35

GRIPPIT is the fastest selling adhesive on the market today.

# Photographing the Ice Follies

THERE will be many people in town and out of town who will want to make photographs of the ICE FOLLIES, now playing in San Francisco for the third year.

With this in mind, we publish information which our readers may want for their own use or to give to their customers.

Good photographs are being taken by amateurs with almost every type of camera, still and movie. With Eastman Super XX of Agfa Super Pan Press, anyone with a still camera having a lens of  $f: 4.5$  or better can obtain prize-winning shots.

As a guide to exposure it is suggested that a basic setting of  $1/50$  at  $f: 4.5$  is the *minimum* when all lights, including the spots, are on. Judgment will have to be used by the amateur in shooting when only a portion of the lights are burning. It is necessary to shoot some of the action at about  $1/100$ , but if the camera operator watches for slow movement or pauses, slower speeds will be found satisfactory.

The best method of focusing is to set the camera on a fixed point, taking the picture when the skaters come into that focused area. It is rather difficult to attempt to follow the skaters while keeping them in focus.

Movie makers can obtain good results shooting sixteen frames per second at  $f: 1.9$  on type A Kodachrome. Black and white can be shot at  $f: 3.5$  or better.

Movie makers who wish to use tripods should be told that either an aisle or front-row seat should be requested. This year, for the first time, a balcony has been constructed, which affords a wonderful opportunity to take ensemble pictures. No halation is experienced when shooting from the balcony. A front-row seat in the balcony is a choice location for movie makers.

Closing date for the still contest is *July 15th*, while that of the movie contest is *July 31st*. Prints or films should be turned in at the WINTERLAND box office.

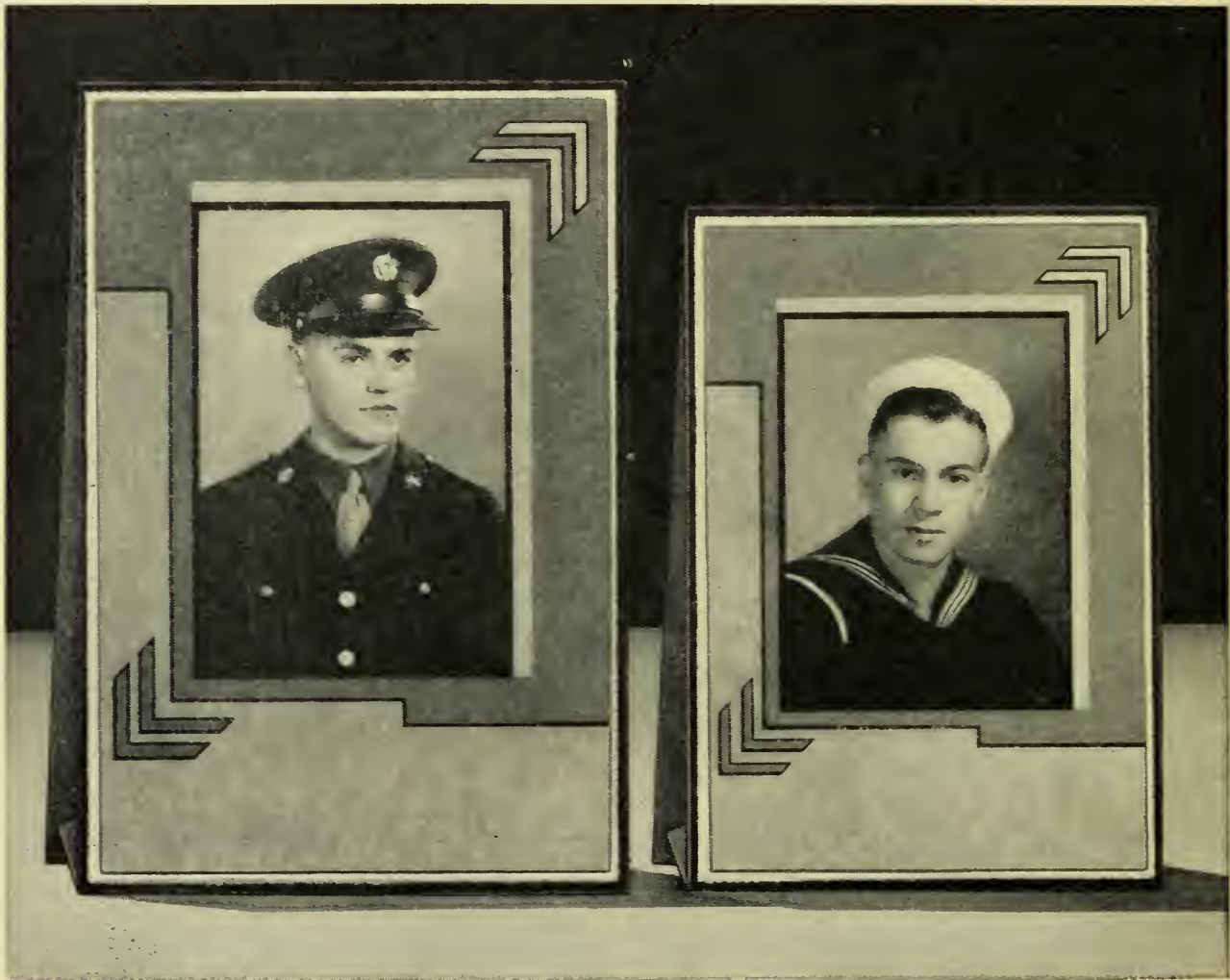
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## More Headliners Announced for Professional Photography's Greatest Annual Event

The Executive Board of The Photographers' Association of America is happy to announce a talk and demonstration by John Paul Pennebaker, of the Underwood & Underwood Illustration Studios, Chicago, as one of the features for its coming 54th Annual Convention, to be held at Chicago, from August 18 to 22, inclusive. "Solving Some Tough Ones for National Advertising", will be Mr. Pennebaker's subject.

Another headliner, of equal note but in an entirely different field, will be Ken Hedrich, of the famed architectural photographic firm of Hedrich-Blessing, also in Chicago. His contribution will be an illustrated talk entitled the "Rights and Wrongs of Architectural Photography".





## THE CHEVRON

The design is symbolic of the Service and in keeping for photographs of men in uniform.

An excellent style to use for window displays to suggest portraits for the men in camp.

Furnished in sizes 3 x 4 to 5 x 7 — now available through your dealer.

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

By Himself

One of the men upstairs said I ought to write something about courtesy.

It's hard to get an idea on courtesy because you see so little of it.

I'd say courtesy was expecting the other fellow to do something nice for you that you wouldn't think of doing for him.

Manuel is always trying to make me feel like I don't know anything and a few days ago he thought he would catch me without an answer. He asked me when a gentleman should remove his hat, and I told him—when mopping the brow or scratching the head, when taking a bath or when going to bed, when getting a shampoo, standing on the head, when taking a collection, and when striking a lady.

That reminded me of my boy scout training. One day I saw an old lady waiting at the corner of Grant Avenue and Post Street, so I said to her, "May I accompany you across the street?"

And she said, "Certainly, but a big boy like you ought to be able to get across by himself."

Not long ago I was told I should put my hand across my mouth when I yawned, but I don't know about that—I don't want to get bit.

Do you know that flattery is 90% soap, and soap is 90% lye?

Who picnics by the sad sea waves  
And all the front with litter paves,  
May indigestion rack his chest  
And ants invade his pants and vest.

Who throws his rubbish on the sand  
And litter sheds on every hand,  
May his back axle let him down  
A good ten miles from any town.

I was delivering a package at an address where an old lady lived. She seemed awfully friendly and asked all sorts of questions about me.

Finally she asked me if I chewed tobacco? I wanted to be nice to her, so I said, "No, but maybe I can borrow a cigarette for you."

Another time I had a cold and was riding on a car with a lady next to me. After a while she said, Sonny, have you a handkerchief and I said yes, but I never lend it to strangers.

You know when I ride the cars, I always try to get a seat in a corner so I can shut my eyes. I just can't bear to see the ladies standing.

Hope you feel the same.

JERRY.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## STUDIO FOR SALE

In theatre building on Main Street. Town of 7,000. Full price \$600.00. Established 8 years.  
P. O. Box 376, Porterville, Calif.

## FOR SALE

Small studio completely equipped for studio and home portrait, in store of quality merchandise. Seven years of constant attention and advertising brings in good income for young couple desirous of home life in small town.

Box 2443

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## STUDIO FOR SALE

Well equipped for commercial and portrait work. Owner will sell because of military service. Price open to negotiation.

Box No. 2455

THE FOCUS

## FOR SALE

**Studio and Camera Shop**  
Wholesale and Retail

Established 23 years in same location. Substantial payroll. Located in a lumbering town in northern California. Owner retiring to trout ranch. Will consider outright sale, lease or qualified partner. Address H. H. Wonacott, Fort Bragg, Calif.

# Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Terms of monthly payment arranged to suit your budget.

Lenses not specified in shutter, are in barrel mount.

Ross Homocentric F6.3 lens, 6½-inch focus, in Acme shutter.

Bargain Price .....\$32.50

4¼" F4.5 Voigtlander Skopar, Compur Shutter.

Bargain Price .....\$22.50

6¼-inch F3.5 Cooke Lens in Sunk Mount.

Bargain Price .....\$47.50

4⅜-inch Radar Extreme Wide Angle 110 Degree F16 Lens. Will cover 5x7.

Bargain Price .....\$27.50

Steinheil 11" F6.8 Orthostigmatic lens in barrel.

Bargain Price .....\$75.00

Cooke 6½" F2.5 lens in barrel.

Bargain Price .....\$82.50

Goerz 7" F6.8 Dagor in Betax Shutter.

Bargain Price .....\$59.50

Sigmar Portrait lens, 16-inch focus, F4.5 in Studio shutter.

Bargain Price .....\$85.00

Ilex Anastigmat 7½-inch F7.5 in Universal shutter.

Bargain Price .....\$16.00

Wollensak Verito, soft focus lens, F4, 8¾-inch.

Bargain Price .....\$29.50

5 x 7 F6.3 Bausch & Lomb Plastigmat Betax Shutter.

Bargain Price .....\$17.50

Zeiss Tessar, 18 cm., F4.5 lens; like new.

Bargain Price .....\$52.50

Goerz 20" F4.5 Dogmar in barrel.

Bargain Price .....\$85.00

18" F8 Rapid Rectilinear in barrel.

Bargain Price .....\$9.50

5 x 7 F4.5 Kodak Rodar Anastigmat in barrel.

Bargain Price .....\$35.00

6" F4.5 Voigtlander Skopar in compur shutter.

Bargain Price .....\$40.00

9" F4 Verito Soft focus lens in barrel.

Bargain Price .....\$22.50

9½" Series IIA Cooke F3.5 lens in barrel.

Bargain Price .....\$65.00

16" F8 Geurdlach Perigraphic in barrel.

Bargain Price .....\$27.50

4⅛" F4.5 Foth Anastigmat in shutter.

Bargain Price .....\$12.50

10½" F16 11 x 14 Barre Wide Angle lens in barrel.

Bargain Price .....\$11.00



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

## BARGAIN MAILERS

We offer the following assortment of Handy Safety Mailers at the unusually low price of one cent each. These are single thickness, corrugated board mailers which are not acceptable by the post office department for mailing photographs. They are acceptable for mailing souvenir postcards and prints and all forms of printing. We offer them for these purposes and as backing for frames or for over the counter delivery purposes.

123....	4½x 7	135....	7½x10⅛
139....	8⅛x11⅛	136....	7½x 9½
137....	7¼x11¼	142....	9½x11½
146....	10½x12½	160....	12 x18
162....	13¼x15½	234....	5½x11½
240....	6½x13½	246....	7½x15½

The low price of ONE CENT EACH is quoted on orders for minimum quantities of one hundred, which may be assorted as to size.

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**Beattie Automatic Twin Arc Lamp** on holding stand with casters. Regular ampere and no special wiring will be needed on the average circuit. Here is an excellent proofing lamp.

**Bargain Price** .....\$22.50

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank**. Perfect condition.

**Bargain Price** .....\$4.75

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**9½ x 17½ x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9½ x 17½ x 42" Stoneware** with top and bottom outlet.

**Bargain Price** .....\$15.00

**5 gallon clear glass demijohn bottles.**

**Bargain Price** .....75c each

**Two Wood Trays**, 15 x 16½ x 2½. One for Hypo and the other for developer.

**Bargain Price** .....\$1.00 each

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

**Apac Printer**, complete with 10 masks and F4.5 Wollensak Lens and 1,000-watt lamp. Maximum paper capacity, 4 x 6.

**Bargain Price** .....\$160.00

**Pako Professional Type Print Washer** with 110-volt AC with motor

**Bargain Price** .....\$45.00

**8 x 10 Eastman 2D View Camera** with 29" Bellows, carrying case, and one film holder.

**Bargain Price** .....\$45.00

**4" Ilexpo Shutter** with time bulb and instantaneous features. Fits into a 9 x 9 lens board opening. In good condition.

**Bargain Price** .....\$10.50

# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description of illustration of any article gladly sent on request  
Convenient terms of payment arranged as desired.

**Studio Stand** for lighting equipment. 7-foot height.

**Bargain Price** .....\$5.50

**Elwood Miniature Attachment** to fit 5x7 enlarger for enlarging negatives 2¼x3¼ and smaller.

**Bargain Price** .....\$9.75

**Argus Speed Printer.** Will produce 2½"x4" prints direct from 35mm. negatives. Like new.

**Bargain Price** .....\$10.50

**3¼x4¼ Graflex Camera,** with F2.5, 6½" Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**8 x 10 Ansco Box Printer,** with 4 lamps, pilot light and plate glass. No masks are included. Looks like new.

**Bargain Price** .....\$26.50

**F & S Vignetter** in good condition. Designed for studio cameras.

**Bargain Price** .....\$6.50

**8 x 10 Wratten Safelite Lamp No. 1.**

**Bargain Price** .....\$7.50

**10" Metal Print Trimmer.** Fine condition.

**Bargain Price** .....\$9.75

**Cirkut Print Frame.** Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**B & H Ground Glass Motion Picture Screen,** 40½ x 30½. Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**Sterling Commercial Water Jacket** for 8 x 10 individual tanks.

**Bargain Price** .....\$9.50

**5 x 7 Dallon Developing Tanks,** with capacity of 6 films each.

**Bargain Price** .....\$6.50

**H. & K. Focusing Cloth.** 36 x 48.

**Bargain Price** .....75c each

**Art Reaves Twin Reflector Outfit,** with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

**Bargain Price** .....\$24.50

**Sunray No. 10 Jr. Lamp,** on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Silvered Motion Picture Wall Screen,** 8 x 8 feet, of roller type, in metal case.

**Bargain Price** .....\$7.50

**Century Studio Camera** 8 x 10 with sliding ground glass back, 11 x 14 curtain slide holder, 8 x 10 to 5 x 7 back on large studio stand. Camera has 42" Bellows and would be excellent for copying as well as for portraits.

**Bargain Price** .....\$115.00

**2¼ x 3¼ Speed Graphic** with F4.5 B. & L. Lens of 4⅛" focus, includes one film holder.

**Bargain Price** .....\$87.50

**2¼ x 3¼ Graphic Film Holders** in condition like new.

**Bargain Price**.....\$2.00 each

**Pako "A" Printer** with paper cabinet. In good condition.

**Bargain Price** .....\$69.00

**4 x 5 Graflex 12 Septum Film magazine** in good condition.

**Bargain Price** .....\$10.50

**3¼ x 4¼, 18 Septum, Graflex Film magazine** in condition like new.

**Bargain Price** .....\$15.50

**4 x 5 Graflex plate holders** with film sheaths. Look like new.

**Bargain Price**.....\$2.00 each



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

**Beattie Odetta Arc Lamp** (Twin Arc), with automatic carbon feed. Uses  $\frac{1}{2}$ " carbons and requires circuit of 35 amperes or more. Actually burns much less after starting. Reflector is 42" wide and includes diffusion curtain. Looks like new.

**Bargain Price** .....\$65.00

**Beattie Arc Hi Lite Spot Lamp**, on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

**Bargain Price** .....\$39.50

**Beattie Home Portrait Brite Lite Reflector** on folding stands with carrying case. Surface is covered with shimmering silver leaf.

**Bargain Price** .....\$18.50

**B & L 8 x 10 Projection Printer.** Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a  $7\frac{3}{4}$ " lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

**Bargain Price** .....\$19.50

**Victor Flash Bags**, hanging type for use with powder bags and protected by treatment with a fire-retardent carrying case, and so wired that one or more bags can be used as a unit.

**Bargain Price** .....\$7.50 each

**5 x 12 Korona View Camera** with two film holders and case. Like new.

**Bargain Price** .....\$60.00

**5 x 7 Eastman Auto Focus Enlarger** complete with easel, foot switch, and Kodak F4.5 lens.

**Bargain Price** .....\$98.50

**4 x 6 Kodak Auto Focus Enlarger** with F7.7 lens and easel.

**Bargain Price** .....\$17.50

**Tubular Steel Stand** for lighting equipment. Maximum height 15 feet.

**Bargain Price** .....\$9.25

**Hauff Amidol** in 1-lb. bottles.

**Bargain Price** .....\$5.50 each

**8 x 10 and 4 x 5 Studio Camera Back.**

**Bargain Price** .....\$6.50

**16" Horseshoe Wringer.**

**Bargain Price** .....\$7.50

**18" Horseshoe Wringer.**

**Bargain Price** .....\$8.50

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

**Background Carrier**, with double swinging frame and mounted on rollers. Measures 46 x  $27\frac{1}{2}$ . Lower frame measures 46 x 54. This is complete with white reflecting material and used for reflecting purposes.

**Bargain Price** .....\$6.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each

**Mole Richardson Professional Studio Lamps** on 6-ft. roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure  $12\frac{1}{2}$  x 20. Complete with necessary adjustments.

**Bargain Price** .....\$18.50 each



**IT'S YOUR  
BUSY  
SEASON..**

*Save Time and Inconvenience with*  
**KODAK PREPARED DEVELOPER POWDERS**

**JUST** add to water and stir. That's the simple way to obtain correctly balanced developers with Kodak Prepared Developer Powders. Saves time and bother. No weighing of chemicals...no waste...no uncertainty. Made from famous Kodak Tested Chemicals, of certain strength and purity, the powders are accurately compounded, packed in sealed containers, and always fresh. Try them once—you won't be without them again. From your usual source of Eastman supplies.

**These Packages Available for Commercial Use**

Powders To Make	1 Gal.	5 Gals.	10 Gals.	48 Gals.
*Kodalk Formula DK-60a . . . .	\$ .55	. . . .	\$2.80	\$12.00
Kodalk Formula DK-60aTR . . . .	.70	\$2.65	. . . .	. . . .
Kodalk Formula DK-60aMR . . . .	. . . .	2.85	. . . .	. . . .
**Kodalk Formula DK-20 . . . .	1.00	. . . .	4.35	17.50
Kodalk Formula DK-20R. . . .	1.00	4.00	. . . .	. . . .
***Formula D-72 . . . . .	.60	2.50	. . . .	. . . .

\*Also available to make 3½ and 38 gallons, prices \$1.30 and \$9.90, respectively.

\*\*Also available to make 38 gallons, price \$15.00.

\*\*\*Also available to make 25 gallons, price \$12.00.



*Specify* **KODAK TESTED CHEMICALS**

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*For enlargements of sparkling  
brilliance—use*

# **KODABROMIDE**

(FORMERLY CALLED KODABROM)

Photographers prefer its rich blacks—its speed of development—and like its choice of thirteen attractive grades.

Eastman Kodak Company, Rochester, N. Y.





6

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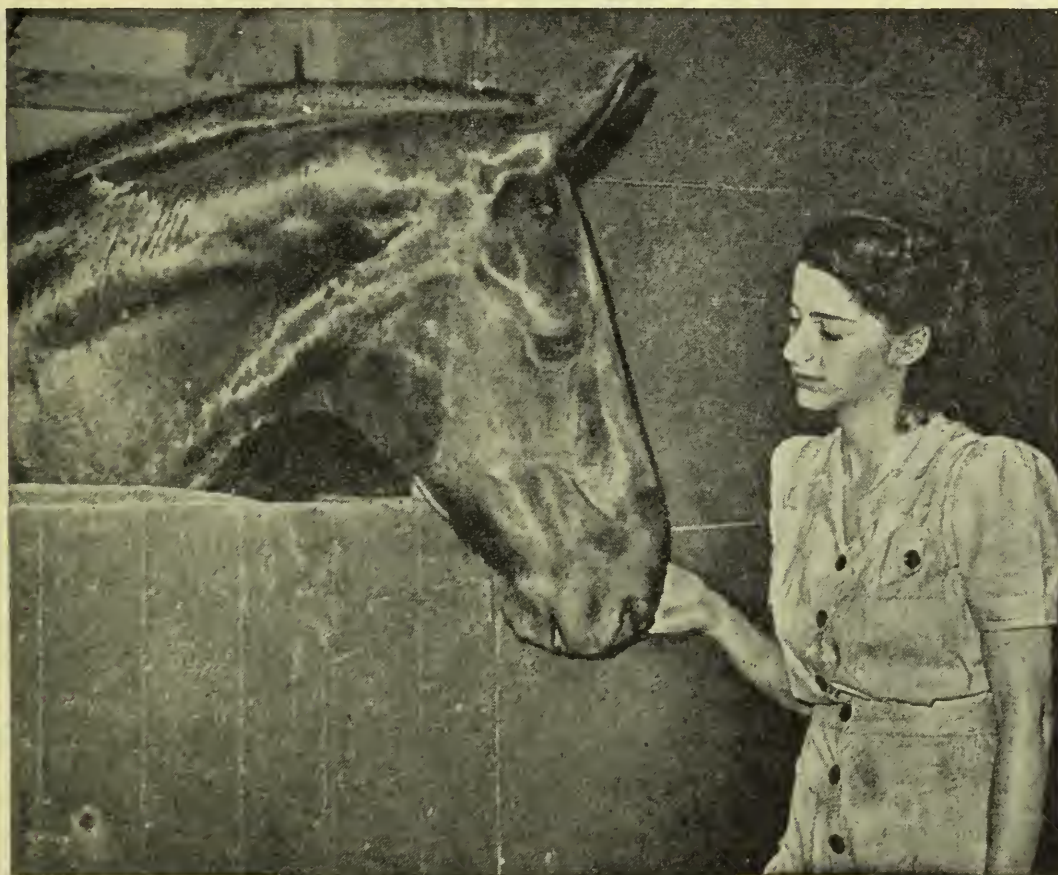
# THE FOCUS

*Published Monthly in the Interests of the  
Photographic Industry*

Vol. XVII

JULY, 1941

No. 7

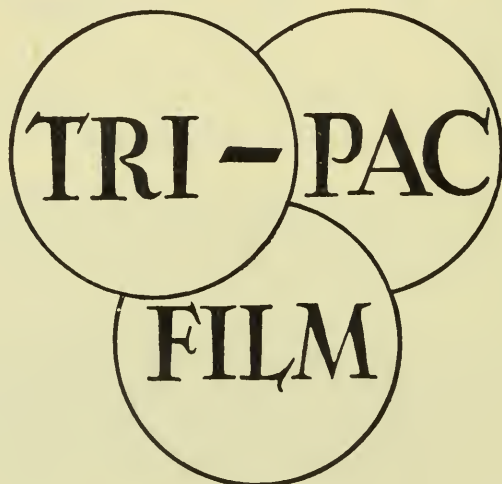


A KALART PRIZE-WINNING PICTURE

*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO



# Defender



## WHEN THE SPOTLIGHT IS ON C O L O R

★ ★ ★ **D**EFENDER Tri-Pac Film makes any ordinary cut-film camera a one-shot color camera . . . opens a new and more profitable source of business to the professional photographer.

Defender Tri-Pac is simple to use. It is supplied as a unit, the three films assembled ready for loading. The only accessory required is a modified holder so that the films may be kept in optical contact during exposure. Development and handling are virtually the same as for ordinary films.

A simplified and economical method of making three color separation negatives for Chromatone or other color printing processes, Defender Tri-Pac provides the answer to many color negative-making requirements.



# THE FOCUS



Prepared and Published  
Monthly

In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

JULY, 1941

No. 7

Introducing—



LESTER D. GARIBALDI . .

Mr. Garibaldi is a native of Oakland. He is a descendant from an old pioneer family that had participated in the early California gold rush. His father is a display artist, whose work many of you have enjoyed during your visit to the Redwood Empire Building at Treasure Island, where he designed and made the animated display of the several counties. Though not a photographer, Mr. Garibaldi has been his son's helpful critic.

Young Garibaldi was an outstanding athlete in Oroville high school, which he attended while his father owned a ranch in the vicinity. He also attended San Mateo Junior College, where he studied to be a teacher in social science and chemistry. Photography was studied as a sort of side line and an incidental activity, but he soon decided he would rather be a photographer than a teacher.

As a student, he invested in a Graflex and worked as a free lance photographer, in the course of which he produced some pictures of athletic events which were snapped up by the Associated Press for national publications. He likewise worked the horse races, but as a photographer, thereby displaying wisdom of a practical kind.

His first portrait connection was in a well known studio in Oakland, where he started as dark room boy, but left as operator. He now is back in the foothills of his ancestors in Jackson, where he has his own and first studio. He thoroughly enjoys photography in any form, and would like to visit distant and remote places for the purpose of making and giving to the world a record of scenes and places to be enjoyed by others. He is a graduate of the Winoma school, a member of the Chamber of Commerce, and the Kit Carson Mountain Men. For hobbies, he mentions boating and sailing, mountain climbing in summer, and skiing in winter. When time permits, he experiments in color photography.

Mr. Garibaldi is not married. His greatest thrill was the time when he was able to operate a large portrait camera under the personal attention of William Gerdes, well known camera man for Pierre McDonald of New York. And that is an experience for any photographer!



Wm. Wrigley, Jr., failed at least twice and on a very big scale, too, before his gigantic gum business was as solid as Gibraltar. Was it luck that finally put him over to stay put? Hardly! Luck, like lightning, doesn't strike so often in the same place. If a man makes a big success at least three times in his life it must be attributable to individual merit.





## The New VICTOR Sunflector

THE general and increasing use of color films makes desirable and almost mandatory the employment of some convenient and controllable form of supplementary illumination when making exposures in sunlight or cold daylight. Hard cast and deep shadows are usually undesirable even in black and white photography.

The VICTOR *Sunflector* provides the photographer an effective and convenient means of controlling lighting when working outdoors, particularly when making single figure pictures or snapshots. It can be employed with equal effectiveness for either stills or movies. It can be used to redirect sunlight with almost the same precision and ease as a VICTOR Lighting Unit using a photoflood lamp.

The VICTOR *Sunflector* is designed to supplant cumbersome reflecting panels which previously have been used for similar purposes. Its compactness and ready portability make it convenient to use. Its definite beam of reflected light may be more easily discerned, with finer control as the direct result. Intensity of illumination, as well as the size of the beam of light, are subject, of course, to considerable variation by increasing or decreasing the distance of the *Sunflector* from the subject. The beam cast is of approximately a 10-degree angle.

The VICTOR *Sunflector* has a variety of uses which the photographer will find interesting to plumb. It is effective in filling in cast shadows, in modeling, when the subject is in shade near a stream of sunlight; as a spotlight under the same conditions; to provide concealed lighting, etc., etc.

### *Needed in Color Photography*

To flatten illumination for color photography, the *Sunflector* becomes a necessity. Even when the sunlight comes from behind the camera, as in the illustrations at the left, sharply cast shadows detract from results unless the *Sunflector* is employed to illuminate them from below.

VICTOR *Sunflector*, a 9-inch convex mirror, truly formed to the curvature of a 40-inch diameter sphere, is attractively mounted in an aluminum casing. This casing mounts in a chromium finished support which, through friction joints, may be variously positioned to direct the reflected rays as desired. Front feet are rubber-tipped; chromium finished loop forms a base or provides a means of hanging the unit on wall hooks, pegs, etc.

Cat. No. 160, Complete ..... \$4.75

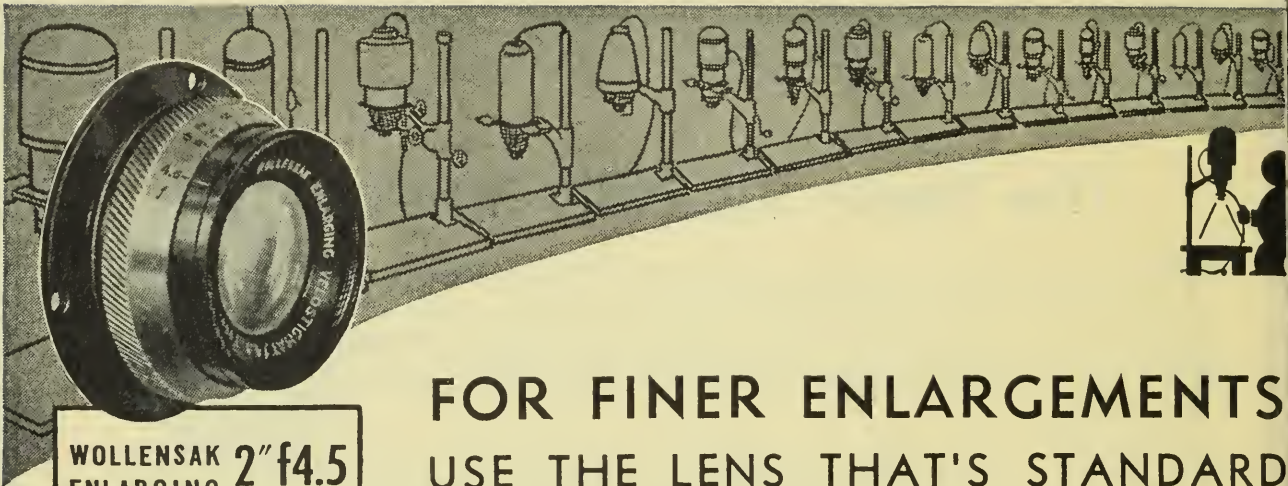
## *A Reminder*

OCCASIONALLY photographers complain that enlarging papers seem to have slowed down. Knowing this is not true, the demonstrator examines the Projection Printer, Auto-Focus Enlarger, or other equipment. Sometimes there is enough dust on the lens or diffusing glasses to slow down the light. Often it is found that the line voltage is lower than the lamp voltage.

Have the electric company test your line voltage and give you an idea of its variation, which may be considerable if the line carries more of a load at one time than at another. If the average voltage is from 112 to 115, and you are using a 120-volt lamp in your enlarger, you can't get anywhere near the light you should have. Change to a 115-volt lamp. Never use an enlarging lamp of higher voltage than your line voltage.

*Studio Light.*





WOLLENSAK ENLARGING VELOSTIGMAT 2" f4.5 \$12<sup>50</sup>

FOR FINER ENLARGEMENTS  
USE THE LENS THAT'S STANDARD  
EQUIPMENT ON LEADING ENLARGERS

SOLAR - ELWOOD - SUNRAY - SKYVIEW -

Here's just a partial list of prominent manufacturers who regularly specify Wollensak Enlarging Velostigmats. They know they can depend on optically refined Velostigmats for top-notch performance — sparkling detail, brilliancy, gradation.

Why don't you equip your enlarger with a Velostigmat? This enlarging lens is especially designed to overcome enlarging difficulties — make superb blow-ups easier to obtain. Speeds —  $f3.5$ ,  $f4.5$ ,  $f6.3$ . Focal lengths — 2" up. Priced from \$10. *Money-back Guarantee.*



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# Program for National Convention Now Almost Completed

**T**HE Executive Board of The Photographers' Association of America feels safe in saying that its promise to offer this year the finest National Convention Program in The Association's history has been well kept. From beginning to end it consists of headliners and, although many new names have been added, we are going to publish the list in full in this issue instead of going into detail about each newcomer. With so many of our readers planning to attend or at least giving it serious consideration, this galaxy of talent should help them to make up their minds. First, though, let us remind you that this will be the 54th Annual Convention of The P. A. of A., that the National Photographic Dealers' Association will hold their 8th Annual Convention at the same time, and that both are joining in producing a Trade Show which should break all records. Everything will take place under one roof at the Stevens Hotel, Chicago, Ill., from August 18 to 22, inclusive—and if you have not already done so you had better send in your room reservation without delay. And so for the Program as it now stands:

### **Clinics—each one hour every day for four days**

- 16 MM. COMMERCIAL MOVIE CLINIC—conducted by Gordon Bell, South Norwalk, Conn.  
 COMMERCIAL BUSINESS FORUM—conducted by Fred A. Benke, Salem, Ill., and Horace A. Grignon, Chicago, Ill.  
 PORTRAIT NEGATIVE QUALITY CLINIC—conducted by George J. Kossuth, M.Photog., Wheeling, W. Va.  
 DIRECT COLOR CLINIC—conducted by Charles Harris Miller, Chicago, Ill.  
 PORTRAIT RETOUCHING CLINIC—conducted by Mrs. Charles L. Pyke, Peoria, Ill.  
 COMMERCIAL NEGATIVE QUALITY CLINIC—conducted by J. W. Scott, M.Photog., Baltimore, Md.  
 RECEPTION ROOM CLINIC—conducted by Nan Wallace, M.Photog., Toledo, Ohio. And perhaps, though this is not yet a promise, one entirely new clinic which will be a complete surprise to a growingly important section of the profession.

### **Portrait Program—two features every day for four days**

- MAKING PICTORIAL PORTRAITS FOR REPUTATION AND PROFIT—talk and demonstration by Robert L. Ball, Corvallis, Ore.  
 COMMON FAULTS IN EVERYDAY PORTRAITURE—illustrated talk by J. Anthony Bill, Cincinnati, Ohio.  
 WHAT THE PORTRAIT PHOTOGRAPHER SHOULD KNOW ABOUT COMPOSITION—illustrated talk by A. A. Bosshart, York, Pa.  
 FULL FIGURE PORTRAITURE MEANS EXTRA PROFITS—talk and demonstration by C. W. Dishinger, Jacksonville, Fla.  
 DRAPING IN PORTRAITURE—demonstration by Mrs. Helen Sheldon Gerdes, M.Photog., Jackson Heights, L. I., N. Y.  
 PORTRAIT PRINT CLINIC—platform discussion and criticism by the Portrait Jury: Roy N. Hirshburg, Richmond, Ind.; Max Habrecht, Detroit, Mich., and Robert Kohler, Milwaukee, Wis.

(Continued on Page 9)



# reliability



● Like the child of one's heart, the child of a photographer's brain is irreplaceable. Too frequently a scene or an incident cannot be retaken. Therefore, the importance of using the best possible chemicals in reliable formulas, that make the most of the film, cannot be over-emphasized.

Try Mallinckrodt Sodium Sulfite Anhydrous Photo, a free-flowing material of uniformly high assay, and Mallinckrodt Pyro, a clean, white crystalline product. You'll be pleased with the clear, sparkling solutions they make. These are only 2 of more than 80 Mallinckrodt products that are chemically purified and physically perfected for photographic use.

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## NATIONAL CONVENTION

(Continued from Page 7)

PHOTOGRAPHING DIFFICULT CHILDREN — demonstration by Mel Thurman, Abilene, Texas.

DIRECT COLOR IN PORTRAITURE—illustrated talk and demonstration with one-shot cameras by Frank Turgeon, Jr., Palm Beach, Fla., and Washington, D. C.

**Commercial Program—two features every day for four days**

HOW A NEW YORK DEPARTMENT STORE MAKES ITS PHOTOGRAPHIC ILLUSTRATIONS—talk and demonstration by William B. Garrison, Abraham & Straus, Inc., Brooklyn, N. Y.

RIGHTS AND WRONGS OF ARCHITECTURAL PHOTOGRAPHY—illustrated talk by Ken Hedrich, Chicago, Ill.

WHAT THE AVERAGE PHOTOGRAPHER MUST KNOW ABOUT COMMERCIAL PHOTOGRAPHY—talk by John F. Murray, Omaha, Nebraska.

SOLVING SOME TOUGH ONES FOR NATIONAL ADVERTISING—talk and demonstration by John Paul Pennebaker, Underwood & Underwood Illustration Studios, New York City and Chicago, Ill.

PROBLEMS OF INDUSTRIAL PHOTOGRAPHY—talk by William Ritase, Philadelphia, Pa.

ERRORS AND SAFEGUARDS IN DIRECT COLOR PHOTOGRAPHY—talk and demonstration by Giovanni Suter, Chicago, Ill.

MODERN METHODS OF LIGHT CONTROL IN THE ILLUSTRATING OF GLASS—demonstration by Harold E. Waltz, Toledo, Ohio.

One feature still remains to be announced.

**Business Promotion—four or more articles which will be printed in the Convention Report but will not be given from the platform**

AN EASTERNER GOES WESTERN—by Morton Harvey, Ponca City, Oklahoma.

CAN A PORTRAIT PHOTOGRAPHER USE RADIO PROFITABLY—by C. L. Voss, Fargo, N. Dak.

At least two more articles to be announced.

**Photo Finishing—four or more articles which will be printed in the Convention Report but will not be given from the platform**

As none of the articles under this section or that of Business Promotion are announced until the articles have been actually received and accepted for publication, announcement of these must wait until next month.

In addition to all the above the PICTURE EXHIBIT, open all day for four days and also on two evenings; ENTERTAINMENT—dancing and cabaret features on each of the first three evenings and the Annual Banquet (the only thing which costs extra) on the fourth; THE N.P.D.A. CONVENTION, open to all dealers for three days; GROUP CRITICISMS BY THE TWO JURIES in the Picture Exhibit—two hours each day for four days; OPEN HOUSE BY LEADING CHICAGO COMMERCIAL STUDIOS for certain specified hours each day; Council Sessions and various other special events.

The question is not "Are you going to Chicago?" but rather, "How can you afford to stay home?" We'll be seeing you at the Stevens in August!



# VICTOR *Hi-Lo* Switches

THE limited life of Photoflood lamps is prolonged greatly by the use of a VICTOR Hi-Lo Switch. This lamp-saving, four-position switch is used with a pair or several pairs of lamps. It puts the lamps in series on the Low position, for half-light under which focusing, arranging of subjects, and adjusting of the camera is most comfortably done. By clicking the switch to "HI," the lamps come up to full power instantly—ready for the exposure. Another click of the switch and they are turned off or back to half-light, as desired. A suitable VICTOR Hi-Lo Switch saves electric current, prolongs lamp life and makes your hobby more interesting. It pays for itself in money saved.

VICTOR Hi-Lo Switch has three 10-inch leads; two with utility receptacles attached for plugging in the two lamp cords and one with plug for attaching to house wiring circuit or supply cord. It is ready for immediate use.

6-amp. Hi-Lo Switch, VICTOR No. 71, for 2 No. 1 Photoflood Lamps .....	\$2.95
10-amp. Hi-Lo Switch, VICTOR No. 72, for 4 No. 1 or 2 No. 2 Photoflood Lamps .....	4.50
20-amp. Hi-Lo Switch, VICTOR No. 73, for 8 No. 1, 4 No. 2 or 2 No. 4 Photoflood Lamps.....	7.50
15-amp. TEE Taps, to provide two outlets where one was before. VICTOR No. 701 .....	0.90

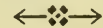
## Drying Rollei Films with Infra-Red

SOME question has arisen as to whether Rollei negatives can be dried by the Infra-Red process previously described in THE FOCUS. The doubt is prompted by the narrow margin between the individual pictures. This narrow margin of  $\frac{1}{4}$ " should make no difference if reasonable care is used.

To speed-dry a roll of this film, it should be cut apart in three strips of four frames each. In clipping these strips to a support in front of an electric fan as recommended in our previous item, ordinary paper clips can be used in place of the regular film clips. The paper clips, which can be had in various sizes, will take a firm grip on the narrowest margins without harming the exposed portion of the film. The bottom ends of the film strips should be weighted down with the same type of clips, and if the films have a tendency to whip around slightly in the breeze when the fan is

turned on, a short length of curtain rod slipped through the bottom line of clips will hold all strips in line before the Infra-Red Lamps.

Care should be taken to sponge off all excess water before hanging up the films before the Infra-Red Lamps. The Infra-Red Lamps should be placed far enough apart to permit the rays to spread evenly over the entire film.



## Care of Lead Glass

LEAD glass, particularly that used over fluoroscopic screens, must be kept in first class condition if perfect vision is to be had.

Because it is only about 50 per cent glass and the balance of a softer nature, lead glass is more sensitive and more easily scratched or stained than glass to which we are accustomed. Consequently, at no time should an abrasive ever be used in cleaning it. All finger and grease marks should be removed as quickly as they are discovered to prevent their being absorbed and thus permanently mar the glass.

# New Wabash Lamps

**I**N FLASH FOR COLOR there are two new self-filtering blue Superflash bulbs. These are the small size popular-priced 0B and 40B sizes designed for amateur as well as professional use as booster lights where the larger Superflash color sizes are too powerful. The following lists our four blue Superflash bulbs for color:



	Color Corrected Light Output l.s.	Case Lot	List Price
New No. 0B Superflash.....	12,000	140	16c
New No. 40B " .....	18,000	120	20c
No. 2B " .....	42,000	100	25c
No. 3B " .....	85,000	60	45c

**I**N FLOOD FOR COLOR there are three new self-filtering daylight blue Superflood bulbs, designed for use without filters for all applications where artificial light is required to supplement daylight, for better quality and softer shadows in black and white as well as color, and for all indoor use where balanced natural daylight conditions are desirable. Brief specifications on these three new bulbs follow:

	New No. B1	New No. B2	New No. B4
Watts .....	250	500	1000
Life-hours .....	3	8	10
Approximate Lumens .....	6,100	12,000	23,500
Standard Case .....	60	24	24
List Price .....	\$.30	\$.60	\$1.75

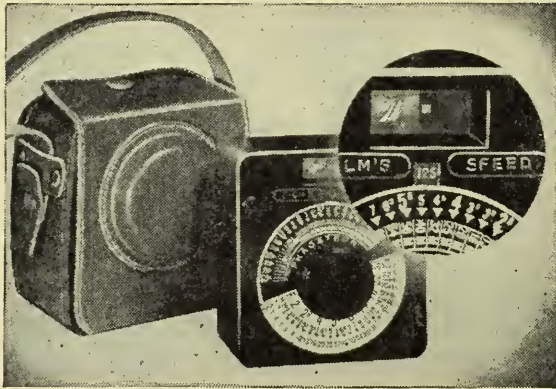
**NEW SUPERFLASH No. 3X**—This new bulb, designed for commercial and professional use, combines small size with unusual power. It has a brilliant high peak flash of extra peak light duration and extra power to penetrate distance and cover large wide areas. Synchronization is recommended for speeds up to 1/100th of a second. For professional, commercial and press use this is an ideal lamp. It is packed 100 to a case and lists at 25c per lamp.

**INFRA-RED HEAT LAMP No. RE-40**—Fim processing is speeded up considerably with our new Birdseye "Sealed-Silver" heat lamp. When the correct process is followed, as indicated in THE FOCUS for June, completely bone dry negatives can be obtained in from 7 to 8 mins. These new lamps work like magic. The Birdseye "Sealed-Silver" heat lamp is a single unit self-reflecting lamp that concentrates a flood of penetrating infra-red rays exactly where needed. Its reflector lining is made of pure polished silver; no separate reflector is needed. It is 250 watts, packed 12 to the case and lists at \$1.60 per lamp.

HIRSCH & KAYE, Wabash Distributors.



## New Model "C" Phaostron Exposure Meter



This is the most versatile and advanced meter available. As a picture is seen through the viewfinder of the camera—the same picture is viewed through the SELECTIVE EYE of this meter. You can likewise measure any part of the scene or object. All this is accomplished from the camera position. A new low range, heretofore impossible, has now been achieved with the SELECTIVE EYE feature.

The Model C Phaostron measures light ranging from 3000 foot candles to 1/1000 of a foot candle. This is equivalent to an exposure of 128 minutes at F12.7 using Panatomic X film under artificial light. Untold new photographic possibilities become a scientific actuality with these features.

The use of this meter in color photography assures perfect color renditions. It is the welcome answer to the problems of the capable color photographer.

### *Meter, complete with case, \$8.50*

Case Size	{	Height .....	2 $\frac{3}{8}$ "	Foot Candle Range....	1/1000 to 3000
		Width .....	2 $\frac{1}{2}$ "	Film Speed Range.....	1 to 800 W
		Depth .....	1 $\frac{3}{8}$ "	Source of Power.....	2 Eveready
Calibrations .....		1/3 F stops		No. 915 Penlight Batteries	
F Stop Range.....		F1.5 to F32		Average life of batteries	
Shutter Speed Range		1/1200 seconds to 128 min.		4 months or 180 exposures	
				Cost of batteries.....	5c each

*Dealer Orders Invited*

### C'est La Guerre!

Difficulty in obtaining materials may cause delay in shipments.

Because of prevailing conditions, we are compelled to accept orders with the understanding that prices prevailing at the time of shipment will be applied. Because of uncertainty with reference to orders we place with numerous sources of supply, it will be advisable for us to cancel items not in stock at the time the order is filled, unless we have definite information that these items will be available in a reasonable time.

Should you find any items cancelled on your invoice and you are willing to wait for the arrival of our stock, please reinstate your order, and we will gladly do what we can to fill the order in the shortest possible time.

### Price Change

Effective at once the price of 5,000 case lots of D.O.P. postcards will be \$30.00 a case net and without cash discount. These cards will be furnished in the same grades of contrast as before.



### Information Wanted

We are trying to locate a 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  Series B-RB Graflex 171414 with Kodak Anastigmat F4.5 lens No. 311947. Information about this camera will be much appreciated.



"I'll telephone you at six o'clock," said the Scotchman to his wife, "and you'll know it's me. Don't answer, and I'll get my nickel back."

# Photography Through Polarization

WE see the world about us, we define its shape, only through the differences in color and the intensity of light. The manner in which light vibrates is fairly common knowledge and means of controlling it photographically have been devised. Ridding our subjects of reflection and glare is achieved through polarization of the light rays and the power to control the intensity of the light already polarized; such as, the light which comes down from a clear sky.

Through analogy it will be simpler to describe the action of a polarized ray:

If you were to place a taut elastic band through a thin horizontal opening and then were to strike the band it would vibrate in only one direction: horizontally. Were you to place it in a vertical opening and strike it, it would vibrate only vertically. A ray of light vibrating in only one direction, is plane polarized. A ray vibrating explosively, that is, in all directions, is unpolarized. The plane of vibration, that is, the plane parallel to the vibration of the ray is fixed in a polarizing filter.

It is important to know that a polarizing filter controls only polarized light, consequently, the source of illumination must, in some degree at least, be made up of polarized light. In nature we encounter several sources of this light. We know, for example, that ordinary light, such as daylight or artificial light is strongly polarized when it is reflected from a non-metallic surface at an angle between 32 and 37 degrees. A limited polarization occurs in rays reflected at other angles. As an example the light from the sky at right angles to the sun is polarized to a certain degree.

To return to our analogy, the polarizing filter is composed of an infinite number of microscopic crystals lined up in one and the same direction with each crystal acting as a minute single

direction opening. As the filter is rotated these openings or crystals are rotated to the same degree. It should be noted at this juncture that a polarizing filter absorbs equally the light of all colors.

Before considering the application of the polarizing filter to photography, it is essential that we understand one point clearly: it is best to use the filter by holding it to the eye, examining the subject through the filter which is rotated manually until the desired effect is achieved. When this effect is achieved, the filter is placed over the camera lens at exactly the same angle. Should your camera have ground-glass focusing, you can place the filter on the lens and rotate it there until the effect you seek is attained.

Reflections from glass or water (and how frequently we meet with it!), for all practical purposes, can be eliminated by rotating the polaroid filter to the required condition when the axis of your camera is at, roughly, 32 to 37 degrees.

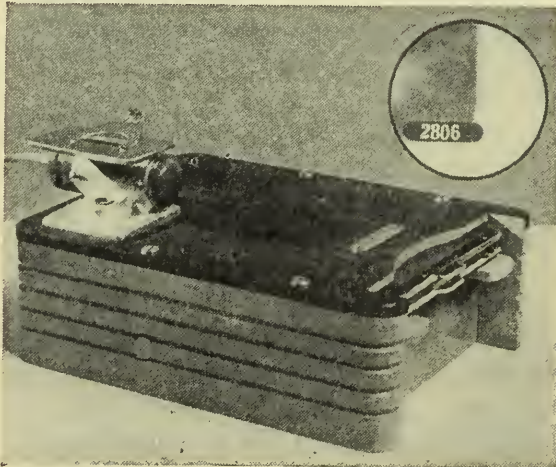
In architecture the polarizing filter affords a considerable control of the relative brightness of roof and wall relative to the sky. The effect will be strongest under a clear sky. Conjunctionally, the polarizing filter acts as a variable depth filter to darken the sky without affecting the monochrome rendering of other objects, such as flowers, trees, shrubbery, etc. By rotating the polarizing filter, any depth of sky is achieved. In this sense it becomes a sort of yellow filter containing within itself the qualities of 1, 2, and 3 series yellows.

It should be noted here that at sunrise the greatest effect with the polarizing filter is south, north, and overhead; at noon in all directions near the horizon; and at sundown again, north, south and overhead. If the camera faces the sun or faces directly away

(Continued on Page 15)



# Curtis-Stern Daylight Negative Numbering Machine



## STANDARD MODEL

Showing film holder in place. Insert shows position of number on film.

**I**N presenting the C-S Daylight Negative Numbering Machine, we are without doubt filling a long-felt need of many photographers. Here at last is a device that enables a photographer to number his negatives in broad daylight, in practically no time at all. No more fumbling in the dark room with a grease pencil, trying to write a number that in many cases cannot be read after the film is developed, and in many cases overlapping the space into the picture area. This is all done away with in a device so simple and positive of action that anyone can operate it the first time they try.

All that is necessary to operate the C-S Negative Numbering Machine is to insert your exposed holder in the device, place your number (either printed or written) so that it centers in the lighted area of the top plate, pull your holder slide out and return it immediately. That's all there is to it. The number has been photographed clearly and distinctly on the film and, of course, will not rub off.

A very distinctive feature of the C-S Machine is that when a holder is

inserted, it is automatically forced to one side and locked in position, firmly, so that every number is printed in the same place on the film every time.

The lower pressure plate is so adjusted that after the removal of a holder it drops down to allow the free, easy entrance of the next holder. *There is no chance to fog your film with this device, even if you made the mistake of pulling the wrong slide.* The C-S Daylight Numbering Machine works equally well with all types of Orthochromatic and Panchromatic Film. A dozen films can be numbered in less than two minutes' time. Think of the time-saving in school and rush periods, especially if you use Panchromatic Films.

The Curtis-Stern Daylight Negative Numbering Machine is sturdily made and beautifully finished. There is nothing to get out of order, and it will last a lifetime. It is equipped with a special Ilex lens to always produce a clear-cut number. A specially designed light switch is at your finger tips to turn the light on and off. Replacement bulbs can be purchased at any dime store. Current consumption of the 7-watt lamp is practically nothing. Equipped with 5 feet of durable rubber-covered electric cord.

**STANDARD MODEL.** This model prints one number on a film. The number area does not take up any usable portion of the film, being placed in the corner between the end of the film groove and holder flap. Either model works satisfactorily for split 5 x 7's, but we recommend this model where a photographer shoots mostly full 5x7's.

## PRICE

5 x 7 Size.....	\$15.00
8 x 10 Size.....	\$20.00

## Polaroid Filters

(Continued from Page 13)

from the sun no effect is or can be obtained.

The polarizing filter can be used with other filters to vary photographic effects. As an example: combining a polarizing filter with a red filter will render a scene as if it had been taken at night. Should the filter be used in combination, the filter factor changes. Were we to use a red filter with a factor of 4, this is multiplied by the factor of the polarizing filter to determine the exact factor for the use of both. One word of caution—do not multiply the factors of two color filters to achieve the factor of the pair used together.

### *What the Filter Will Not Do—*

There are several things the polarizing filter will not do. These are:

If an object shows several reflections, some objectionable, others not, it is not possible to remove the unwanted reflection, leaving those which are desirable. To achieve such control the camera user must resort to the manipulation of his lighting.

Metallic reflections cannot be eliminated entirely.

In copying and reproducing, a polarizing filter at the lens alone is not effective.

Halation cannot be controlled through the polarizing filter unless the halation is caused by reflection in the bright region of the subject.

The polarizing filter when used at the lens alone will not subdue reflections from both horizontal and vertical surfaces at the same time.

Reflections from a store window cannot be removed or controlled if the window is photographed head-on; that is, when the glass surface is at right angles to the camera axis.

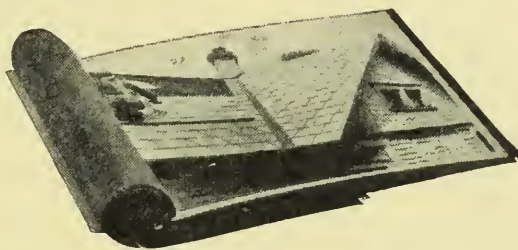
Hirsch & Kaye can furnish round Polaroid filters in various diameters up to and including 41½ mm.

**Price, any size, \$3.00**

Camera shopowners should feature these.

## HOLLISTON PHOTO CLOTH

is quick, clean  
convenient



**S**ELF-ADHESIVE, but not gummed. Made in seven standard sizes; no bother of measuring and cutting.

**H**OLLISTONIZED prints lie flat—are flexible—never fray at the edges. It's easy to sell such prints when you sell your customers the idea of selling with photographs.

**S**AMPLES will show you how easy it is to apply — price-list will convince you of the economy of Holliston Photo Cloth. Write for both, today.



# Sussman Mounts

## Glen Easel

Gray—Black and Silver—Coated Stocks—Slip-In Style  
Straight Edge Underlay

Occasionally, attractive simplicity, fine stocks, and a neat design, blend to make a grand combination. Especially so, when they are offered at so reasonable a price. Get some at once, and be among the fortunate users.

Print Size	Outside Size	Price per 100
3x 5	4 $\frac{3}{4}$ x 6 $\frac{5}{8}$	\$ 5.75
4x 6	5 $\frac{5}{8}$ x 8 $\frac{5}{8}$	7.50
5x 7	6 $\frac{3}{4}$ x 9 $\frac{1}{2}$	8.50
8x10	10 x13 $\frac{1}{2}$	16.00
10x 8 Group	12 $\frac{1}{2}$ x11	16.00

Boxed in 100's, 3x5 and 4x6 — Boxed in 50's, 5x7  
Boxed in 25's, 8x10 and 10x8

Sample on receipt of List Price



## Sterling Easel

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.

Print Size	Outside Size	Price per 100
3 x 5	4 $\frac{3}{4}$ x 6 $\frac{7}{8}$	\$ 6.00
4 x 6	5 $\frac{5}{8}$ x 8 $\frac{5}{8}$	7.75
5 x 7	6 $\frac{3}{4}$ x 9 $\frac{1}{2}$	9.00
7 x 5 Group	8 $\frac{7}{8}$ x 7 $\frac{5}{8}$	10.75
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ x12 $\frac{1}{2}$	14.50
8 x10	10 x13 $\frac{1}{2}$	16.50
10 x 8 Group	12 $\frac{1}{2}$ x11	17.00

Boxed in 100's, size 3x5 — 50's, sizes 4x6, 5x7 and 7x5  
25's, sizes 6 $\frac{1}{2}$ x8 $\frac{1}{2}$ , 8x10 and 10x8

Sample on receipt of List Price



Manufactured by A. SUSSMAN & CO., Philadelphia

HIRSCH & KAYE

Distributors

“Sussman Mounts Are Paramount”

## The Art of Getting Along

SOONER or later, a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take. He learns that it doesn't pay to be a sensitive soul; that he should let some things go over his head like water off a duck's back. He learns that he who loses his temper usually loses out. He learns that all men have burnt toast for breakfast now and then, and that he shouldn't take the other fellow's grouch too seriously. He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip to others. He learns that buck-passing always turns out to be a boomerang, and that it never pays. He comes to realize that the business could run along perfectly well without him. He learns that it doesn't matter so much who gets the credit so long as the business shows a profit. He learns that even the janitor is human and that it doesn't do any harm to smile and say "Good Morning", even if it is raining. He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success. He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out. He learns not to worry when he loses an order, because experience has shown that if he always gives his best, his average will break pretty well.

He learns that no man ever got to first base alone, and that it is only through co-operative effort that we move on to better things. He learns that bosses are no monsters, trying to get the last ounce of work out of him for the least amount of pay, but that they are usually fine men who have succeeded through hard work and who want to do the right thing. He learns that folks are not any harder to get along with in one place than another, and that the "getting along" depends about ninety-eight per cent on his own behavior.

—WILFRED PETERSON.

## Very Good When Backing Frames

THE ordinary method of backing a frame is to lay on a fairly heavy sheet of cardboard and drive small nails or brads into the frame close to it. If the wood of the frame is hard, and many of them are, the brads or nails bend and kink easily either up or to one side and scuff and mar the cardboard backing. Excellent things to use for this purpose when they can be procured (and they usually can) are old phonograph needles. They are of steel and very sharp, and will not bend no matter how severely tapped in. The penetrating, needle-like point makes them go into very hard wood quite easily. Slip an old thin razor blade in between the cardboard and end of the needle. You will then not scuff or mar the backing in the least, no matter how hard you have to force the point. The blade is easily taken out and slipped under the next point to go in. Makes a quick, easy job of one which frequently is a rather botched affair.



# SEE-SHARP

Focusing Device for Enlargers



*Insures  
clearer, sharper  
enlargements  
Because*

1. SEE-SHARP is a *precision* instrument that reproduces the exact focus that is on the easel.
2. The image reflected in the SEE-SHARP is *far brighter* than the corresponding image on the easel. The reason for this is that the SEE-SHARP mirror reflects so much more light than the easel reflects. This increase in brightness is useful in all focusing but is indispensable when focusing the dim images obtained with dense negatives, large magnifications and with light rich in photographic rays but weak in visible rays.
3. The SEE-SHARP lens magnifies this brighter image and thus *makes critical focusing easy*.

When the SEE-SHARP sets on the easel, light projected from the enlarger *travels the same distance* when reflected from the mirror back to the ground glass that it travels when it goes direct to the easel. For this reason the focus on the ground glass is the same focus as that on the easel. Because of its light-reflecting and magnifying powers, the SEE-SHARP *makes a pin-head show up like a bull's-eye*.

If it's sharp on the SEE-SHARP,  
it's *needle-sharp* on the print.

**Price \$2.00**

## Improved Kodachrome Professional Film, Daylight Type

The Speed of Kodachrome Professional Film, Daylight Type, is now increased to twice the speed of Daylight Type Kodachrome Film formerly furnished.

All other characteristics of the film remain unchanged and it will be furnished in the same sizes and at the same prices as formerly listed.

There has been no change in the speed of other Kodachrome Films.

### Data Book—"Photography with Kodachrome Professional Film"

This is a new data book describing the use of Kodachrome Sheet Film in the studio and outdoors.

Subjects covered are: Lenses, lighting, exposure, color rendering, duplicates, and separation negatives.

Data Book—"Photography with Kodachrome Professional Film".....\$ .35

### Data Book—"Copying"

This new data book deals with the copying of all types of originals—graphs, diagrams, book illustrations, paintings, etc. It includes full information about materials and the technique of lighting, exposure, and processing .

Data Book—"Copying".....\$ .25

### Data Book—"Formulas and Processing"

A new data book to be ready in July presents a comprehensive photographic formulary and concise processing principles and procedures for films, plates, and papers for a wide range of work.

Data Book—"Formulas and Processing" .....\$ .25

# New No. 11 Photoflash Lamp

Announced by G.E. Gives Fifty Per Cent More Light Than Present Foil-Filled No. 11A

GENERAL ELECTRIC'S lamp department at Nela Park has just announced a new synchro-press lamp called G-E Mazda photoflash lamp No. 11 to replace its present No. 11A lamp. The new No. 11 flash bulb, employing shredded foil, is designed to have approximately 50 per cent greater light output than that of the foil-filled No. 11A lamp. Lumen seconds of the present lamp are 18,000 to 22,000, of the new No. 11 are 28,000 to 32,000. Peak lumens of the No. 11 are 2 million, of the No. 11A lamp are 2.4 million.

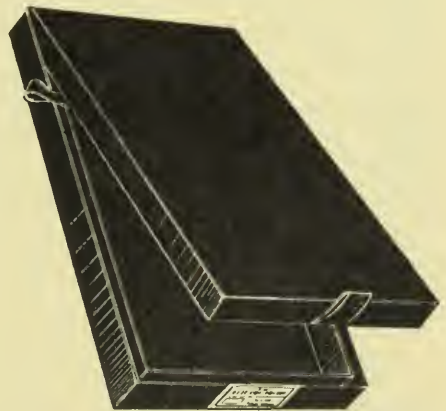
Changes in the ratings of other units in the G-E Mazda Photolamp line are as follows:

Type	Old Values		New Values	
	Peak Lumens	Lumen Seconds	Peak Lumens	Lumen Seconds
SM	500,000	2,500 - 3,000	700,000	4,500 - 5,000
# 5	1,200,000	16,000 - 18,000	1,200,000	17,000 - 19,000
#50	5,500,000	100,000 - 120,000	6,000,000	110,000 - 125,000

The Nela Park photolamp experts point out that these changes should lead to even clearer pictures and easier synchronization, in the case of lamps affected, than heretofore.

## Paper Safe

The original announcement of the Paper Safe brought many responses, and from the number of safes sold, we were convinced that many photographers have ordered this useful accessory. We again remind our readers that the Paper Safe is large enough to contain 8 x 10 paper and it is most convenient in use. The price is only 50c.



## "U" and "I" in Business

If you will look at the word "business" you will find "U" and "I" are in it. In fact, if "U" and "I" were left out it wouldn't be "business".

Therefore, if there is to be any such a thing as "business" we must keep "U" and "I" in it.

Furthermore, "U" comes before "I", which might be interpreted to mean that each must think of the other. If that is done "business" should become harmonious and mutually profitable.



## SPECIAL NOTICE

**B**ECAUSE of the present acute shortage of materials available to manufacturers of industrial equipment, we find it necessary at this time to withdraw all past promises which may have been made regarding shipping dates on PAKO equipment.

While we sincerely regret the necessity of this action, the situation is such that there is no alternative offered us.

Up to July 1, 1941, we have manufactured and delivered more PAKO equipment this year than was shipped during the entire year of 1940. Naturally, this extraordinary and unexpected volume of business has completely exhausted our reserve stocks both of machines and materials and under present conditions we find it exceedingly difficult to procure additional materials in sufficient quantities to permit us to take care of our orders.

Furthermore, in addition to finding it almost impossible to procure materials, we, like other manufacturers, are faced with a serious shortage of skilled help. Even if materials were available, production would be slowed up by this lack of trained experienced workers.

Nevertheless, you can be sure that we are doing everything possible to solve the problems presented by this situation and we will do everything within our power to complete all orders now on file.

While we recognize the possibility that this condition may tempt some purchasers to cancel orders which they have placed with us, we suggest that they give the matter serious consideration before doing so. At the present time, we can see little opportunity for improvement in the situation for the duration of the present National Emergency. Therefore, if they want their equipment even in 1942, they will do well to let their orders stand.

As yet, we are not refusing additional orders as we are still able to find some materials not on Government Priority.

All orders will be filled in normal sequence except Government orders accompanied by Preference Rating Certificate.

With these facts before you, you can readily understand why we are urging all PAKO dealers to accept orders *only with the definite understanding that shipments will be made WHEN and IF possible.*

PAKO CORPORATION



• • • **GRIPFIT,**  
a special adhesive that  
holds with a sinewy grip,  
yet cannot wrinkle paper.  
New larger tube, 25c.

In extending credit, beware of excessively optimistic people.

Cleanliness and order are at the basis of accident prevention.

Nobody succeeds in a big way except by risking failures.

# Trends of The Trade

## FACE THE FACTS

Nothing can be gained by acting ostrich-fashion, glossing over the fact that we are in the midst of a war-torn world and that our individual businesses are being changed. We might as well face the facts.

Manufacturers and wholesalers have already felt the impact of War, in terms of lessened raw materials and bottle-necks of production.

A glance at the record, however, will prove that the retailer has *already* felt the effects of the situation. There is a distinct change taking place in the *consumer habits of buying*. For example, the sale of film and photo-finishing has increased approximately 20% as compared with the same period of time last year. The sale of motion picture equipment is ahead of last year. The sale of darkroom accessories is about the same, or under last year's figures.

What does this mean, and what should be done about it?

It means that people are spending more time, and money, *taking* pictures—and less time, and less money, *making* pictures. It means that this country is acting true to form, because in times of stress, we become extroverts. We become excited by 'most anything that occurs. We crave faster-moving diversion. We forsake the patient habits of peace-time activities. We want action. Therefore, as a group, we Americans are spending proportionately less time in the darkroom, and more time out-of-doors *taking* pictures—content to let somebody else do the developing and printing.

We do not mean by this statement that you should forget about everything except films, finishing and movies. No, indeed. There will still be an army of several million darkroom fans continuing to buy and use darkroom equipment. But the *trend of increase* during the next season will

most definitely be in the *taking* of pictures, in the happy-go-lucky exposure of many more million rolls of film, in the carefree tossing around of pictures as a part of the stepped-up tempo of a War psychology.

What to do about it?

Firstly, wake up to the fact that there is a War going on! Normal conditions no longer prevail. Today's events and those certain to develop in the future do not permit dependence upon past precedents. Thus one must be always alert.

Secondly, organize your buying so that you will not be caught without merchandise. Do not overbuy, but be sure that your sources of supply will be able to keep feeding your staple merchandise over the next six-month period.

Thirdly, aim your sales attack in the direction of the *trend*. Go after army camp business or stress the specialties you have to offer in connection with photo-finishing, notably your experience in criticizing prints and in the offer of free advice to improve picture-taking. Recommend the sale of accessories for the taking of pictures, such as filters, sun-shades, synchronizers, flash-bulbs, etc. Keep talking movies, concentrating on the ease and simplicity of operating a movie camera, and the advantages of using cine accessories.

We give you this advice in the midst of the summer, when such advice would be timely regardless of the international situation. By October or November there will be a natural seasonal swing upward in the sale of darkroom equipment and accessories, so don't go all-out away from these products. In the meantime, watch the way the pendulum is swinging—and swing with it.

Ask yourself this question: "If the sale of film and photo-finishing is up 20%, am I getting my share?"

(National Photo Dealer)



# Greeting Card Material for 1941

**S**MART-LOOKING, sure-selling, new designs, for making a wide selection of attractive greeting cards, are offered photo finishers for this profitable fall business.

Two new Eastman Greeting Card Production Outfits are now available. The No. 6 Outfit contains eight negative masks, each including a holiday sentiment, an opening for the customer's negative, and a guide on each mask for placing the paper. Two masks are offered for horizontal and two for vertical  $2\frac{1}{2} \times 4\frac{1}{4}$  negatives. One of each of these masks prints the picture with a top and side bleed. The other two print with white margins all around, permitting the card to be embossed. There are also two masks each for horizontal and vertical  $2\frac{1}{4} \times 3\frac{1}{4}$  negatives, including sentiments and guides for placing the paper. An embossing guide is also supplied with the outfit.

Seven of the cards produced with this outfit may be further enhanced by the use of Metal Foil Gummed Seals, which may be pasted over the ornament on the card design. The price of the No. 6 Eastman Greeting Card Production Outfit is \$4.00.

The No. 7 Eastman Greeting Card Production Outfit consists of two masks, one for horizontal and one for vertical  $2\frac{1}{4} \times 3\frac{1}{4}$  negatives. Included are six negatives of holiday greeting sentiments, three for each mask. The masks have openings for the customer's negatives, a sentiment, and a negative of a name, and there is a guide for placing the paper. An embossing guide is supplied with the outfit and the price is \$2.00. This outfit is suggested for finishers' use and resale to amateurs who wish to make their own greeting cards.

Both No. 6 and No. 7 Outfit masks can be used on Kodak Automatic Printers.

## For French-Fold Cards

The No. 4 Eastman French-Fold Multi-Use Greeting Card Production Outfit, offered last year, is again available. This outfit has been popular with photo finishers making this type of greeting because of its great versatility. An ingenious hinging of negative masks permits the use of three negative sizes:  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2\frac{1}{2} \times 4\frac{1}{4}$ , or  $2\frac{1}{4} \times 3\frac{1}{4}$ . The largest size opening is cut in the main mask and the two smaller sizes are so hinged that either of them will fold over the large opening. Two designs and sentiments are also hinged to each mask so that either may be used with any one of the three sizes of vertical or horizontal negatives. There is also a mask opening for printing in the customer's name if desired.

This is the most practical mask that has ever been devised for French-fold greeting cards, as 12 different cards may be made with its two masks. The price of the No. 4 Eastman French-fold Multi-Use Greeting Card Production Outfit is \$3.00.

## Christmas Greeting Folders

This very attractive folder, made for three sizes of prints, is available again this year and will have a ready sale to those who wish to slip their snapshots into a simple form of greeting. The folders are attractively embossed with "Greeting" in gold beneath the print and with an appropriate Christmas sentiment on the inside fold. Christmas Greeting Folders are made in three sizes, 620-V and 620-H (vertical and horizontal) for  $2\frac{1}{4} \times 3\frac{1}{4}$  prints; 616-V and 616-H for  $2\frac{1}{2} \times 4\frac{1}{4}$  prints; Min-V and Min-H for standard miniature enlargements from Bantam, 35 m/m; half-620, Vest Pocket, and half-Vest Pocket negatives. The price of the Christmas Greeting Folders, any size, with matching envelopes, is \$1.25 per box of 25 of one size and proportion.

## Acetic Acid Substitutes

Owing to shortage of acetic acid, we advise that a three per cent solution of sodium bisulfite or sodium metabisulfite (3 oz. 367 grains per gal.) be used at once for paper stop baths, thereby conserving acetic acid for fixing baths. Sodium bisulfite is less expensive than metabisulfite and can be supplied in any reasonable amounts required.

### Substitute Film Stop Baths

#### KODAK SB-3

Water ..... 32 oz.  
Potassium chrome alum..... 1 oz.

or

#### KODAK SB-4

Water ..... 32 oz.  
Potassium chrome alum..... 1 oz.  
Sodium sulfate, desiccated..... 2 oz.

With the use of either of the above stop baths between development and fixation, our standard non-hardening fixing bath F-24 can be used.

#### FORMULA F-24

Water (about 125° F.)..... 16 oz.  
Hypo ..... 8 oz.  
Sodium sulfite, desiccated.....145 grains  
Sodium bisulfite or metabisulfite.....365 grains  
Cold water to make..... 32 oz.

This bath can be used for films, plates, or papers. Use the Kodak Testing Outfit to tell when this bath is exhausted.

Fixing Baths such as F-1 or F-5 may be made with citric or tartaric acids in place of acetic. As nearly as can be achieved in such substitution, *each 3 fluid ounces of 28% acetic acid* in above formulas are replaced with 1 ounce of citric or tartaric acids. Such baths sacrifice some of the hardening qualities of F-1 or F-5.

Other possible substitutes are being investigated and additional information will be published in THE FOCUS, as the information becomes available.

## Reminders

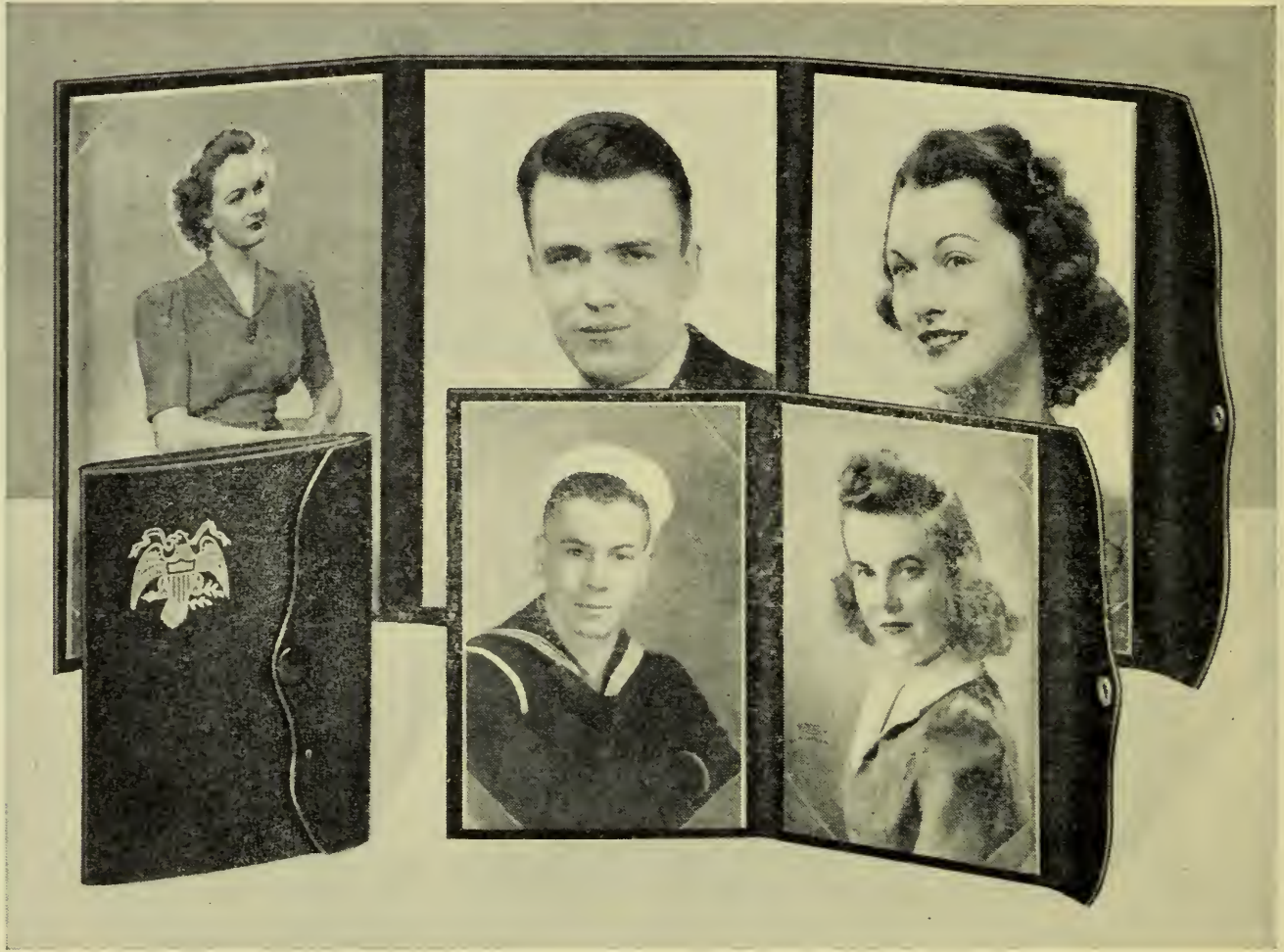
Vertical enlargers need cleaning more often than the horizontal type. Condensers ground glass, negative carrier, lenses should be cleaned once a week. The bellows should be dusted out or vacuumed at regular intervals.

Have you read a photographic book or magazine lately? Nothing like it to give you some new ideas and a fresh enthusiasm for your work. New apparatus, new developments, new pictures—their inspection helps keep your work up to date.

Every photographer having an expensive camera should carry camera insurance. It might be hard to replace your outfit, if it were lost or stolen. Consult your local insurance agent.



# Two New Serviceable Photo Cases



## THE SERVICE CASE

(Maroon)

## THE EXCHANGE PHOTO CASE

(Black)

Made of leather-like material with a Morocco grain, in regular stock sizes—3 x 4, 3 x 4½ and 4 x 6 — for one, two or three pictures. Print is held in place by acetate corners and protected with Kodaloid. Prices starting as low as 20 cents each.

The SERVICE CASE has an appropriate emblem stamped in genuine gold leaf on cover . . . in keeping for military portraits.

The EXCHANGE CASE — plain cover, no design — suitable for general use.

These cases will create a demand for extra prints for either class of work. Have samples of both styles in your sales room and suggest an extra portrait as a special gift after you have made the sale for regular portraits.

They are now available through your stockhouse.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## J e r r y ' s



## C o r n e r

By Himself

Everywhere I go people are talking about defense. It's defense this and defense that. The whole country seems to be on de fence.

A friend of mine joined the navy and was telling me all about it. During his examination, the doctor asked him if there was any insanity in his family.

Yes, he said, my father thinks he is boss in the house.

Then he had to fill out some papers. Who is your closest relative, he was asked. Dad, he answered, and mother is the nearest.

The man who examined him must have been a great specialist, because Bill heard him answer the phone and say he was a navel surgeon.

The doctor told him about the fellow who was drafted, and had all his teeth pulled out so he wouldn't have to go. But he had to take the examination anyway, and got rejected because he had flat feet.

After the examination was over and the papers signed they asked Bill if he had any questions, now that he was in the navy.

Who do I see, says Bill, about a sweetheart in every port?

Sounds just like him. He's the kind of fellow who will try to demonstrate the manual of arms on every girl he meets.

He may think he's smart but wait till he gets on a ship and they send him around for the key for the star-board watch.

Or 50 yards of skirmish line.

I'm not so sure he really meant it because he used to say he had no use for girls because they are too biased.

They're always saying — "Buy us this and buy us that."

During the examination, they gave him an intelligence test. They asked him what kind of animals ate grass. Bill said, he didn't know. Come now, said the officer, you surely know what animals eat grass?

Animals, said Bill, I thought you said Admirals.

Did you hear about the man who warned his wife to stop wearing the pants of the family, or else she'd get drafted?

Many a man who got married during the last war to escape the draft is urging his son to enlist.

A fellow showed up at the draft board with his Argus and asked to be put in the artillery.

He figured his range finder might come in handy.

Maybe he will come across some girls playing tennis. Yoo-hoo!

—JERRY.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## Information Wanted

We have been asked to submit information as to the present address of Charles T. Goodwin, formerly of the National Recording Co. in Sacramento. Mr. Goodwin's firm recorded photo-micrography, and if any of our readers can give this information, we will see the information is forwarded.

## FOR SALE

Must sacrifice. \$450.00 cash will purchase a long established ground floor studio. Partial equipment, fixtures, electric sign, thousands of negatives, etc. Best buy in California. If you have \$450.00 cash, looking for a snap and know one when you see it, communicate immediately with Box 2383, THE FOCUS.

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## STUDIO FOR SALE

Well equipped for commercial and portrait work. Owner will sell because of military service. Price open to negotiation.

Box No. 2455

THE FOCUS

## FOR SALE

**Studio and Camera Shop**  
Wholesale and Retail

Established 23 years in same location. Substantial payroll. Located in a lumbering town in northern California. Owner retiring to trout ranch. Will consider outright sale, lease or qualified partner. Address H. H. Wonacott, Fort Bragg, Calif.

## Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

Terms of monthly payment arranged to suit your budget.

Lenses not specified in shutter, are in barrel mount.

Ross Homocentric F6.3 lens, 6½-inch focus, in Acme shutter.

Bargain Price .....\$27.50

4¼" F4.5 Voigtlander Skopar, Compur Shutter.

Bargain Price .....\$22.50

6¼-inch F3.5 Cooke Lens in Sunk Mount.

Bargain Price .....\$47.50

4⅜-inch Radar Extreme Wide Angle 110 Degree F16 Lens. Will cover 5x7.

Bargain Price .....\$27.50

Steinheil 11" F6.8 Orthostigmatic lens in barrel.

Bargain Price .....\$75.00

Cooke 6½" F2.5 lens in barrel.

Bargain Price .....\$82.50

Goerz 7" F6.8 Dagor in Betax Shutter.

Bargain Price .....\$59.50

Sigmar Portrait lens, 16-inch focus, F4.5 in Studio shutter.

Bargain Price .....\$85.00

Ilex Anastigmat 7½-inch F7.5 in Universal shutter.

Bargain Price .....\$16.00

Wollensak Verito, soft focus lens, F4, 8¾-inch.

Bargain Price .....\$29.50

5 x 7 F6.3 Bausch & Lomb Plastigmat Betax Shutter.

Bargain Price .....\$17.50

Zeiss Tessar, 18 cm., F4.5 lens; like new.

Bargain Price .....\$52.50

Goerz 20" F4.5 Dogmar in barrel.

Bargain Price .....\$85.00

18" F8 Rapid Rectilinear in barrel.

Bargain Price .....\$9.50

5 x 7 F4.5 Kodak Gundlach Radar Anastigmat in barrel.

Bargain Price .....\$35.00

6" F4.5 Voigtlander Skopar in compur shutter.

Bargain Price .....\$40.00

9" F4 Verito Soft focus lens in barrel.

Bargain Price .....\$22.50

9½" Series IIA Cooke F3.5 lens in barrel.

Bargain Price .....\$65.00

16" F8 Gundlach Perigraphic in barrel.

Bargain Price .....\$27.50

4⅛" F4.5 Foth Anastigmat in shutter.

Bargain Price .....\$12.50

10½" F16 11 x 14 Barre Wide Angle lens in barrel.

Bargain Price .....\$11.00



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

## BARGAIN MAILERS

We offer the following assortment of Handy Safety Mailers at the unusually low price of one cent each. These are single thickness, corrugated board mailers which are not acceptable by the post office department for mailing photographs. They are acceptable for mailing souvenir postcards and prints and all forms of printing. We offer them for these purposes and as backing for frames or for over the counter delivery purposes.

123....	4 1/2 x 7	136....	7 1/2 x 9 1/2
137....	7 1/4 x 11 1/4	142....	9 1/2 x 11 1/2
146....	10 1/2 x 12 1/2	234....	5 1/2 x 11 1/2

The low price of ONE CENT EACH is quoted on orders for minimum quantities of one hundred, which may be assorted as to size.

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**Beattie Automatic Twin Arc Lamp** on holding stand with casters. Regular ampere and no special wiring will be needed on the average circuit. Here is an excellent proofing lamp.

**Bargain Price** .....\$22.50

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank**. Perfect condition.

**Bargain Price** .....\$4.75

**4 x 5 to 3 1/4 x 4 lantern-size Wood Reducing Kits**.

**Bargain Price** .....15c each

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**9 1/2 x 17 1/2 x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9 1/2 x 17 1/2 x 42" Stoneware** with top and bottom outlet.

**Bargain Price** .....\$15.00

**5 gallon clear glass demijohn bottles**.

**Bargain Price** .....75c each

**Two Wood Trays**, 15 x 16 1/2 x 2 1/2. One for Hypo and the other for developer.

**Bargain Price** .....\$1.00 each

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

**Apac Printer**, complete with 10 masks and F4.5 Wollensak Lens and 1,000-watt lamp. Maximum paper capacity, 4 x 6.

**Bargain Price** .....\$160.00

**8 x 10 Eastman 2D View Camera** with 29" Bellows, carrying case, and one film holder.

**Bargain Price** .....\$45.00

**4" Ilexpo Shutter** with time bulb and instantaneous features. Fits into a 9 x 9 lens board opening. In good condition.

**Bargain Price** .....\$10.50

**18-inch National Trimmer**. Fine condition.

**Bargain Price** .....\$12.50

# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description of illustration of any article gladly sent on request  
Convenient terms of payment arranged as desired.

**Studio Stand** for lighting equipment. 7-foot height.

**Bargain Price** .....\$5.50

**Elwood Miniature Attachment** to fit 5x7 enlarger for enlarging negatives 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  and smaller.

**Bargain Price** .....\$9.75

**Argus Speed Printer.** Will produce 2 $\frac{1}{2}$ "x4" prints direct from 35mm. negatives. Like new.

**Bargain Price** .....\$10.50

**3 $\frac{1}{4}$ x4 $\frac{1}{4}$  Graflex Camera,** with F2.5, 6 $\frac{1}{2}$ " Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**8 x 10 Ansco Box Printer,** with 4 lamps, pilot light and plate glass. No masks are included. Looks like new.

**Bargain Price** .....\$26.50

**F & S Vignetter** in good condition. Designed for studio cameras.

**Bargain Price** .....\$6.50

**8 x 10 Wratten Safelite Lamp No. 1.**

**Bargain Price** .....\$7.50

**Cirkut Print Frame.** Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**B & H Ground Glass Motion Picture Screen,** 40 $\frac{1}{2}$  x 30 $\frac{1}{2}$ . Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**Sterling Commercial Water Jacket** for 8 x 10 individual tanks.

**Bargain Price** .....\$9.50

**5 x 7 Dallon Developing Tanks,** with capacity of 6 films each.

**Bargain Price** .....\$6.50

**F & S Home Portrait Stand** with tilt top. Good condition.

**Bargain Price** .....\$10.50

**H. & K. Focusing Cloth.** 36 x 48.

**Bargain Price** .....75c each

**Art Reaves Twin Reflector Outfit,** with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

**Bargain Price** .....\$24.50

**Sunray No. 10 Jr. Lamp,** on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Silvered Motion Picture Wall Screen,** 8 x 8 feet, of roller type, in metal case.

**Bargain Price** .....\$7.50

**Century Studio Camera** 8 x 10 with sliding ground glass back, 11 x 14 curtain slide holder, 8 x 10 to 5 x 7 back on large studio stand. Camera has 42" Bellows and would be excellent for copying as well as for portraits.

**Bargain Price** .....\$115.00

**2 $\frac{1}{4}$  x 3 $\frac{1}{4}$  Speed Graphic** with F4.5 B. & L. Lens of 4 $\frac{1}{8}$ " focus, includes one film holder.

**Bargain Price** .....\$87.50

**2 $\frac{1}{4}$  x 3 $\frac{1}{4}$  Graphic Film Holders** in condition like new.

**Bargain Price**.....\$2.00 each

**4 x 5 Graflex 12 Septum Film magazine** in good condition.

**Bargain Price** .....\$10.50

**3 $\frac{1}{4}$  x 4 $\frac{1}{4}$ , 18 Septum, Graflex Film magazine** in condition like new.

**Bargain Price** .....\$15.50

**Portable Fluorescent Lamp** in case with handle, 25" high, 31" long, 6" thick. Has 8 tubes, 23" long, using 20 watts each. Case nickel finished in black linene.

**Bargain Price** .....\$45.00



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request.  
Convenient terms of payment arranged as desired.

**Beattie Odetta Arc Lamp** (Twin Arc), with automatic carbon feed. Uses  $\frac{1}{2}$ " carbons and requires circuit of 35 amperes or more. Actually burns much less after starting. Reflector is 42" wide and includes diffusion curtain. Looks like new.

**Bargain Price** .....\$65.00

**Beattie Arc Hi Lite Spot Lamp**, on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

**Bargain Price** .....\$39.50

**Beattie Home Portrait Brite Lite Reflector** on folding stands with carrying case. Surface is covered with shimmery silver leaf.

**Bargain Price** .....\$18.50

**B & L 8 x 10 Projection Printer.** Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a  $7\frac{3}{4}$ " lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

**Bargain Price** .....\$19.50

**Victor Flash Bags**, hanging type for use with powder bags and protected by treatment with a fire-retardant carrying case, and so wired that one or more bags can be used as a unit.

**Bargain Price** .....\$7.50 each

**5 x 12 Korona View Camera** with two film holders and case. Like new.

**Bargain Price** .....\$60.00

**Tubular Steel Stand** for lighting equipment. Maximum height 15 feet.

**Bargain Price** .....\$9.25

**Hauff Amidol** in 1-lb. bottles.

**Bargain Price** .....\$5.50 each

**8 x 10 and 4 x 5 Studio Camera Back.**

**Bargain Price** .....\$6.50

**16" Horseshoe Wringer.**

**Bargain Price** .....\$7.50

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

**Background Carrier**, with double swinging frame and mounted on rollers. Measures 46 x  $27\frac{1}{2}$ . Lower frame measures 46 x 54. This is complete with white reflecting material and used for reflecting purposes.

**Bargain Price** .....\$6.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.


**Bargain Price** .....\$10.00

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each

## CAMERA—BARGAINLISTS—ENLARGER

Special lists of cameras and enlargers, at bargain prices, have been prepared. A copy of either or both will be sent to you on request.



**IT'S YOUR  
BUSY  
SEASON..**

*Save Time... Avoid Inconvenience... Use*  
**KODAK PREPARED DEVELOPER POWDERS**

**J**UST add to water and stir. It's the quick, economical way to prepare correctly balanced developers without delaying plant production. Kodak Prepared Developer Powders save time and bother. No weighing of chemicals—no waste—no uncertainty. Accurately compounded from famous Kodak Tested Chemicals, of certain strength and purity, the powders are packed in sealed containers—are always fresh. Try them once, and you won't be without them again.

**These Packages Available for Commercial Use**

Kodalk Formula DK-60a to make 1, 3½, 10, and 48 gallons

Kodalk Formula DK-60aTR to make 1 and 5 gallons

Kodalk Formula DK-60aMR to make 5 gallons

Kodalk Formula DK-20 to make 1, 10, 38, and 48 gallons

Kodalk Formula DK-20R to make 1 and 5 gallons

Formula D-72 to make 1, 5, and 25 gallons



*Specify* **KODAK TESTED CHEMICALS**

**EASTMAN KODAK COMPANY, Rochester, N. Y.**



*For enlargements of sparkling  
brilliance—use*

# **KODABROMIDE**

(FORMERLY CALLED KODABROM)

Photographers prefer its rich blacks—its speed of development—and like its choice of thirteen attractive grades.

**Eastman Kodak Company, Rochester, N. Y.**





SPECIAL USE

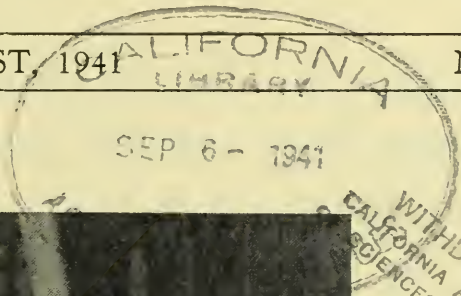
# THE FOCUS

*Published Monthly in the Interests of the  
Photographic Industry*

Vol. XVII

AUGUST, 1941

No. 8



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CALIFORNIA ACADEMY  
OF SCIENCES - LIBRARY



WHAT'S HE LAUGHING ABOUT?

Published by  
**HIRSCH & KAYE, for JERRY**  
SAN FRANCISCO



# *Defender Velour Black*

## **ADDS SPARKLE TO YOUR ENLARGEMENTS**

**D**EFENDER Velour Black proves itself on the enlarger easel. Here, its longer effective printing range brings out all of the best qualities of a good negative.

By sensitometric tests in the laboratory and actual usage in the darkroom, Defender Velour Black demonstrates its right to favored place on the darkroom shelf.

Velour Black, with its exceptionally long scale, gives you transparent depth in the shadows and remarkable detail in sparkling highlights. For a projection paper to match your choicest negatives, Defender Velour Black is your best first choice. Now in the distinctive new blue package.

**DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.**

# *Defender*

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVII

AUGUST, 1941

No. 8

Introducing—



JERRY,  
the  
Editor

Hi-folks—Here I am again, helping to keep THE FOCUS in focus. The editor has gone away again and left me holding the bag, or whatever he keeps the stuff in, that he gives you.

Seems like only a few months ago he went away to get some hula lessons, and let me get out THE FOCUS, and now he's gone again.

I'll show him that he ain't so important and we can get THE FOCUS out without him. That puts him out of focus for a month, while I'm in focus 12 times a year. Don't that make me more important than him?

Next time I'm in a place that's alive with mosquitoes, I'll send him a card and say—wish you were here. I think he's going camping, because I heard him inquire about a range finder.

I remember my own vacation last year. I went to a ranch where they had a sign on the gate what said:

"This place has no name. We can't afford a station wagon."

They did advertize how good their meals were. On my first day, I ordered chicken pie, but there was no chicken in it so I told the waitress.

She explained the management had to be consistent. The also had cottage cheese on the menu but there was no cottage in it.

That afternoon I watched a tractor pull a big heavy roller over a part of the grounds. A farm hand explained to me the boss was planning a crop of mashed potatoes.

I thought I'd like to ride a horse, so the man asked me if I wanted a saddle with a horn, or without.

Well, I said, I'll try to keep out of traffic, so I guess I won't have much need of a horn.

That night, I couldn't figure out how anything full of hay could be so hard!

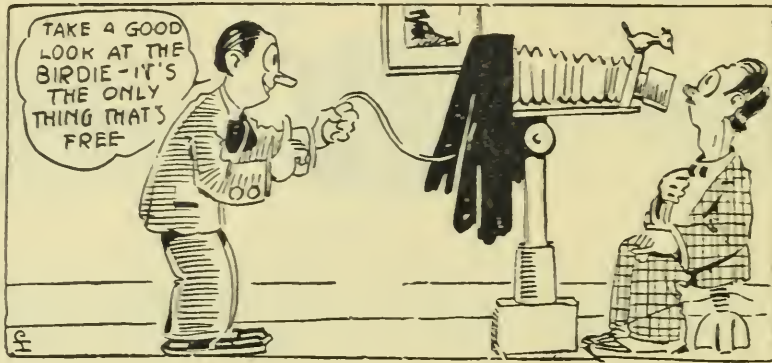
I'm glad I took a horse instead of a donkey. I saw one that looked good and strong with "US" branded on his hind legs. I thought that meant he had been in the army, but later I found out it meant "unsafe."

While you are away on vacation,  
Is no time at all for stagnation,  
A "Companion" or "Pal,"  
For a boy or a gal,  
Will provide the surplus elation.

You're telling me?

—JERRY





## The Bargains Room

IT'S not a bank, but you can save money there. When you go into a pawn shop you'll notice the three balls. That means 2 to 1 you won't get it back. Nothing like that in the bargain room!

Ward tells you what your stuff is worth and Rogers tells you what it will cost you. Since they both look you right in the eye, they must be honest! And since I know most of you read my page first, and then the bargain pages, I'm dishing it out in that order.

Something else—they've got pictures of some of the stuff in the bargain room, but not all. That's where we have our little joke. Ask for a picture of each of the things, I list, that you'd like to see. Everybody will be happy because you'll have the satisfaction of making us make the picture for you, and we'll have the negative for more pictures, and will get an order for the stuff.

You can pay by the month if you want. A lot of people do.

## LENSES

You may have any one of these lenses for \$4.95:

- 90C—11x14 Barre Wide Angle 10½", F 1.6 in barrel.
- 102E—6½x8½ Photo co. Wide Angle Lens in barrel.
- 30D—11x14 Sterling Wide Angle 7", F 1.2 in barrel.
- 30C—6½x8½ Darlot Wide Angle Lens, 6½ in barrel.
- 72D—Bausch & Lomb F 5 lens, 10" in barrel.
- Voigtlander Euryscope IV #3.
- 194-22—Barre Rapid Portrait F 5, 5" to 6" in barrel.
- 10" Darlot lens in barrel. No diaphragm.

## LENSES

You can have any of these for \$9.95:

- 264-31—6½x8½ Bausch & Lomb Protar Ser. V 5-9/16" F 1.8. Volute Shutter.
- 156-17—Gundlach Perigraphic 16" F 8 in barrel.
- 51-L-3—6½x8½ Series A Wollensak lens F 5 in barrel.
- 60-A—6½x8½ Cepholoscope 11½" F 5 in barrel.

# The Bargains Room

## LENSES

You can have any of these for \$34.90:

32-E—5x7 Vitax 10" F 3.8.

54-C—8x10 Gundlach-Portrait 15" F 3.

54-B—5x7 Vitax 10" F 3.8.

Stock #9—5x7 Vitax 10" F 3.8.

Each lens is sent with privilege of trial (but give it a fair trial).

### BARGAIN MAILERS

We offer the following assortment of Handy Safety Mailers at the unusually low price of one cent each. These are single thickness, corrugated board mailers which are not acceptable by the post office department for mailing photographs. They are acceptable for mailing souvenir postcards and prints and all forms of printing. We offer them for these purposes and as backing for frames or for over the counter delivery purposes.

123.... 4½x 7            136.... 7½x 9½

137.... 7¼x11¼        234.... 5½x11½

The low price of ONE CENT EACH is quoted on orders for minimum quantities of one hundred, which may be assorted as to size.

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank**. Perfect condition.

**Bargain Price** .....\$4.75

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**9½ x 17½ x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9½ x 17½ x 42" Stoneware** with top and bottom outlet.

**Bargain Price** .....\$15.00

**5 gallon clear glass demijohn bottles.**

**Bargain Price** .....75c each

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

**8 x 10 Eastman 2D View Camera** with 29" Bellows, carrying case, and one film holder.

**Bargain Price** .....\$45.00

**4" Ilexpo Shutter** with time bulb and instantaneous features. Fits into a 9 x 9 lens board opening. In good condition.

**Bargain Price** .....\$10.50

**4 x 5 to 3¼ x 4 lantern-size Wood Reducing Kits.**

**Bargain Price** .....15c each



# The Bargains Room

8 x 10 Wratten Safelite Lamp  
No. 1.

Bargain Price .....\$7.50

Cirkut Print Frame. Can be used with 7" x 36" paper. Complete with glass.

Bargain Price .....\$4.00

B & H Ground Glass Motion Picture Screen, 40½ x 30½. Suitable for use as a translucent screen.

Bargain Price .....\$2.50

Sterling Commercial Water Jacket for 8 x 10 individual tanks.

Bargain Price .....\$9.50

5 x 7 Dallon Developing Tanks, with capacity of 6 films each.

Bargain Price .....\$6.50

F & S Home Portrait Stand with tilt top. Good condition.

Bargain Price .....\$10.50

H. & K. Focusing Cloth. 36 x 48.

Bargain Price .....75c each

Art Reaves Twin Reflector Outfit, with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

Bargain Price .....\$24.50

Sunray No. 10 Jr. Lamp, on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

Bargain Price .....\$9.50

Silvered Motion Picture Wall Screen, 8 x 8 feet, of roller type, in metal case.

Bargain Price .....\$7.50

Century Studio Camera 8 x 10 with sliding ground glass back, 11 x 14 curtain slide holder, 8 x 10 to 5 x 7 back on large studio stand. Camera has 42" Bellows and would be excellent for copying as well as for portraits.

Bargain Price .....\$115.00

5 x 12 Korona View Camera with two film holders and case. Like new.

Bargain Price .....\$60.00

2¼ x 3¼ Graphic Film Holders in condition like new.

Bargain Price.....\$2.00 each

4 x 5 Graflex 12 Septum Film magazine in good condition.

Bargain Price .....\$10.50

3¼ x 4¼, 18 Septum, Graflex Film magazine in condition like new.

Bargain Price .....\$15.50

Portable Fluorescent Lamp in case with handle, 25" high, 31" long, 6" thick. Has 8 tubes, 23" long, using 20 watts each. Case nickel finished in black linene.

Bargain Price .....\$45.00

Beattie Arc Hi Lite Spot Lamp, on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

Bargain Price .....\$39.50

Beattie Home Portrait Brite Lite Reflector on folding stands with carrying case. Surface is covered with shimmery silver leaf.

Bargain Price .....\$18.50

B & L 8 x 10 Projection Printer. Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a 7¾" lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

Bargain Price .....\$19.50

Victor Flash Bags, hanging type for use with powder bags and protected by treatment with a fire-retardent carrying case, and so wired that one or more bags can be used as a unit.

Bargain Price .....\$7.50 each

2¼ x 3¼ Speed Graphic with F4.5 B. & L. Lens of 4⅛" focus, includes one film holder.

Bargain Price .....\$87.50

# The Bargains Room

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

**Background Carrier**, with double swinging frame and mounted on rollers. Measures 46 x 27½. Lower frame measures 46 x 54. This is complete with white reflecting material and used for reflecting purposes.

**Bargain Price** .....\$6.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each

**Emerson DC Motor**, 1/20 H.P., 1750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Cooper Hewitt M Tube Outfit** for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**4x6 Kodak Auto Focus Enlarger** with F7.7 lens and easel.

**Bargain Price** .....\$17.50

**Pako Electrogloss Dryer.** Electric heated with 110 volt A.C. motor. There won't be many bargains like this!

**Bargain Price** .....\$210.00

**Mole Richardson Professional Studio Lamps** on 6-ft. roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½ x 20. Complete with necessary adjustments.

**Bargain Price**.....\$18.50 each

**3¼x4¼ Graflex Camera**, with F2.5, 6½" Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**Vakagraph Border Printer** complete with masks.

**Bargain Price** .....\$49.50

**Eastman Koda Printer** with F3.5 lens. Here is your chance to have a bargain in an Oversize Printer.

**Bargain Price** .....\$85.00

**Brunner Table Model Glossy Print Dryer.** Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110 volt A. C. motor.

**Bargain Price** .....\$98.50

**#8 Rex Print Washer** (squirrel cage type) on a high stand. Very convenient with maximum capacity and in good condition.

**Bargain Price** .....\$24.50





## Who's Who



THE editor left me some notes and asked me to write a story about a photographer. OK, says I, but with my fingers crossed. While he was out to

lunch, I looked over his other papers, and switched notes, because I'd rather talk about, or to, the ladies. Will he be surprised when he reads how I put this over on him!

I want to tell you about one of the swellest people we do business with, so meet Catherine Gaylord, owner of the Kennell-Ellis Studio, in Klamath Falls, Oregon.

She was born in Lake City, Minnesota. Her parents came from that hardy stock that settled in Minnesota back in the 40's a hundred years ago, when the Indians weren't all standing in front of cigar stores. Instead of stories about the little white rabbit, or "Snow White," she heard the stories of the pioneers, the Civil War, and people to whom life was very real.

Some years ago her parents came to Washington and settled in Puyallup Valley, the place I think of as "Pay-all Up." There she went to school, as well as in Tacoma. Before there were many bridges and ferries, there was much exploring to be done on Puget Sound, and she did her share.

It was her ambition to get into the business world and not be a teacher like her mother and sister. When she was about 10 years old, her brother invested in a 122 size camera and developing outfit. I'll bet she was more interested in the magic process. She would study and study how the thing worked.

I don't know how long she was an amateur, but I happen to know she turned out some good photo finishing for the Shaw Supply Company, and later turned out some crackerjack portraits in Seattle. She opened and started several of the Kennell-Ellis

Studios in Salem, Klamath Falls and Medford. About five years ago, she bought the studio in Klamath Falls, keeping the original name. She has seven people working for her the year around. She thinks there is no better place than southeastern Oregon, and there's a lot of people who will agree!

For a hobby, she refers to skiing near (not into) Crater Lake, or a cabin on five acres of Curry County, facing the ocean. Between times she finds time for Chamber of Commerce, Better Business Bureau, Business and Professional Women's Club, and Soproptomist Club—and what would interest me, a group of girl scouts she sponsors. Her family consists of herself and a niece.

She says her only distinction is that all bills are paid and discounted each month, and I imagine the credit department would say that is a distinction. And her biggest thrill was the day she made her first portraits, and the customer was pleased with the proofs!

And she has another distinction she won't know about till she reads this page. She may never be the first lady of the nation, but she is the first lady to make my page. Ain't that something!



Perhaps one of the reasons why there are fewer train wrecks than there are automobile crashes, is due to the fact that the engineer seldom, if ever, tries to neck the fireman!



## Got Fleas?

Don La Grange was telling the fellows in the shipping room about the new infra-red lamps they use for quick drying films, and how they could be used for lots of things. The one I remember is about the dealer out on Fillmore Street who sold a couple of lamps to a man to kill the fleas on his dog. And it worked! Ask the dog if you don't believe me.

Now—How many lamps will YOU need?



# Striking New Styles for School Work



## ARENA

## FLORIDA

These are two of the modern styles, especially suitable for school work, contained in the following Sample Sets supplied through your stockhouse:

SCHOOL SAMPLE SET E { An assortment of 28 Easels and Folders,  
3x4 size only.....\$1.00 Postpaid

SCHOOL SAMPLE SET FD { An assortment of 28 Easels and Folders,  
3½x5 size only.....\$1.25 Postpaid

These Sample Sets will help you get your share of this Season's school picture business.

*Order your set from your dealer today.*

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

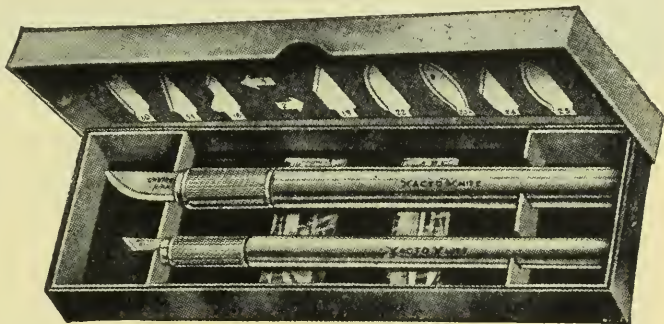
CHICAGO, ILLINOIS

# Hurry — Hurry!

Only 98 more shopping days before Christmas! So how about a double-duty corn razor in eight handy sizes? A blade to fit every corn — that's how we try to please.

Of course, if a customer should come in and insist on your making some pictures of him, you can use these same blades for removing crow's feet, wrinkles, warts, moles, and other attractions that you can find in the negatives, so that indirectly, without pain or gas, you can remove some of the money from his purse?

I offer you two different kinds of X-Acto etchers. The regular kind for ordinary folks is found in set No. 62, with two handles and twelve blades, assorted. You get these in a box for only \$2.00. For photographers near the airplane factories, we offer the De-Lux set, with chrome-plated handles, for \$5.00.



For photographers near the ship yards, we have No. 82 set—three handles, twelve blades, in a wooden chest. A blade in a wooden chest isn't going to kill anybody, is it? Price—only \$3.00.

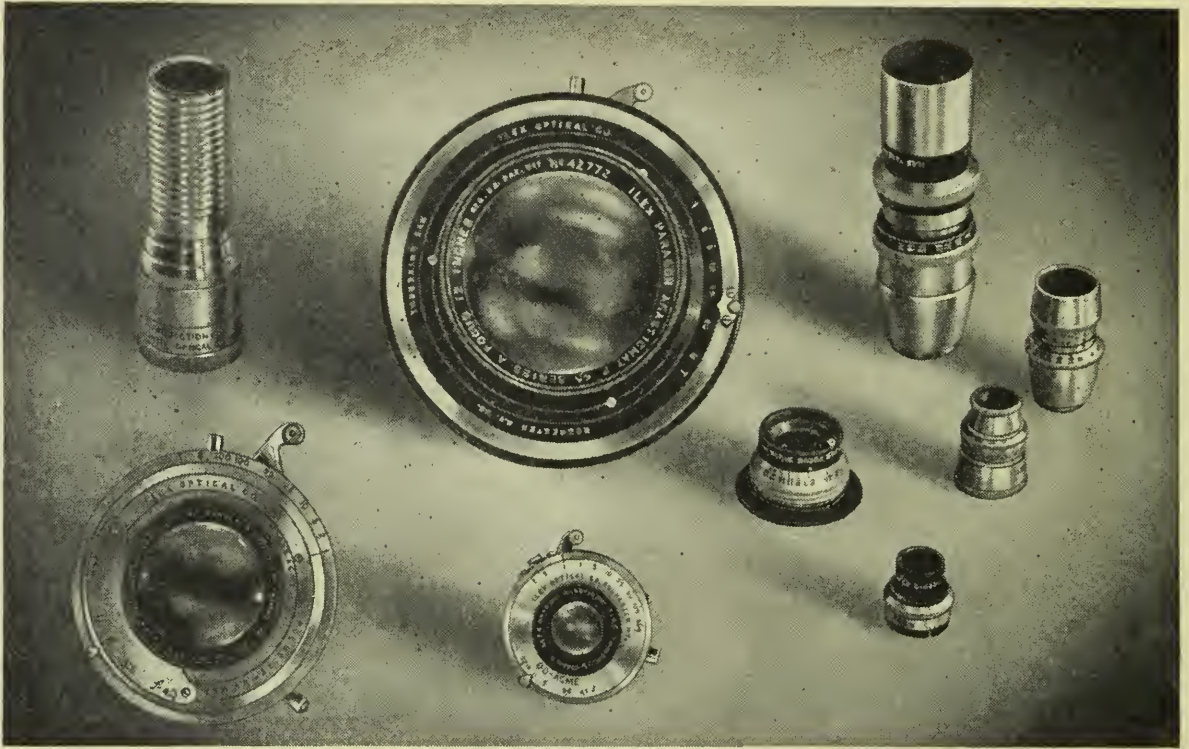
For those who light their cigars with dollar bills, we have the No. 83 set—chrome plated, with two extra packs of assorted blades, for \$5.00. The No. 83 set is just the thing for house-to-house photographers, because they will have more corns and will need more blades.

Order today from HIRSCH & KAYE



Choose your  
weapons, suh!





# ILEX SHUTTERS and LENSES

*Precision Instruments . . .*

*Superb Performance*

Photographers today demand high standards in their equipment. Greater shutter speeds, more accurate exposure timing (especially for color), smooth convenient operation, better correction and critical definition in lens equipment. Constant research and experience of over thirty years insure these and other essential qualities in the wide variety of Ilex Lenses and Shutters available for photographic requirements.

Send for illustrated folders.

ILEX OPTICAL COMPANY . . . . ROCHESTER, NEW YORK



## Kin Ye Hear Me?

**E**VER hear of a clock that talks? Yes, I know, you'll tell me your grandfather has a clock that says coo-koo. Maybe that's the right word for it, but I mean a clock that will talk to you in your dark room without making you mad. Its musical tick-tock will keep you from feeling lonesome.

The Audible Timer will do just that. It's a cute little box, all electric, that ticks off the seconds while you're printing an enlargement. If you'll mention this ad, we will supply a cord and plug with it, no charge.

Audible Timer .....\$5.95



## See-Sharp



This is good advice for pedestrians and the name of a useful gadget for photographers. I don't know just whom he meant, but

the fellow who makes it says it will make a pin head look like a bull's eye.

I'd think there was something personal intended if it weren't for the fact that the See-Sharp does just that. It's more than a magnifier for enlarging. It makes the image more brilliant on the paper holder, then magnifies it. Don't see how you can enlarge without it.

See-Sharp for \$2.00



## Pic-Sharp



You can't have sharp enlargements unless you get sharp negatives. Pic-Sharp is a magnifier for focusing on the ground glass of the camera. Made of rubber and can't scratch you or the glass, and I'll let you off easy on the price.

Pic-Sharp .....\$1.00

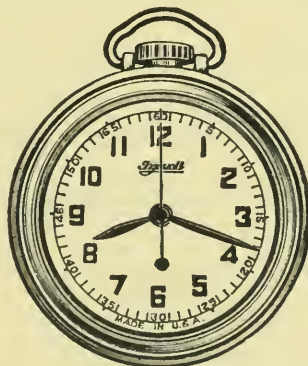
## Economy

Have you an expensive back? I didn't say expensive—I mean does it cost you more than you would like to use the back of the camera. Wonder if you know that you can get reducing backs for 5 x 7 View Cameras. You can get a 5 x 7 to 4 x 5 back with a Graphic film or plate holder for \$16.00 and you can get a 5 x 7 - 4 x 5 Eastman sliding ground glass carriage for making one or two pictures on a 4 x 5. Personally, I'm not interested in riding on a sliding carriage, but if you want to put one on your camera, it will cost you \$18.00. Mike tells us that for color film the smaller backs are very useful.



## Secondhand Watches

Every photographer should have a secondhand watch. Maybe you already have one that once was new and has seen better days. What I mean is a new secondhand watch.



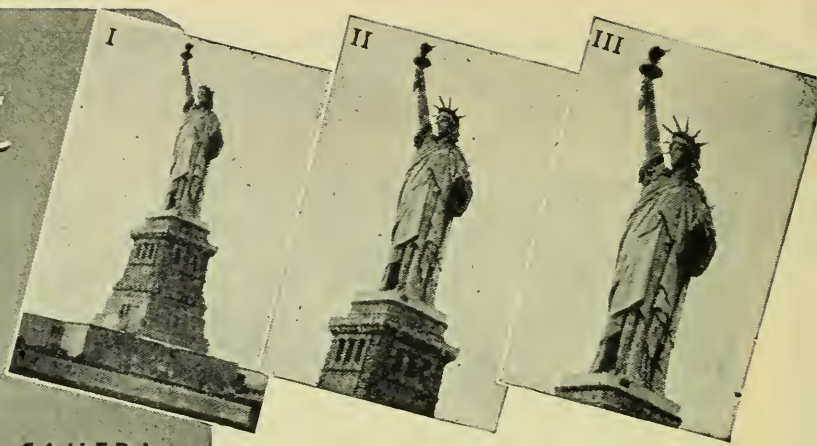
Have you ever tried to follow the movement of the little secondhand on a watch dial? Almost impossible, isn't it. The watches we have are called sweet second watches, for one large hand is as big as the dial, which makes one complete revolution every minute. Just what the doctor ordered for timing exposures, printing for color work, and any time you want to count seconds. "The march of time" will fascinate you. Two models—Pocket Model, priced at \$1.95, and for those who have no pocket and want something more showy we offer the Wrist Watch Model, priced at \$3.95.



# 3 Views

WITH 1 LENS

WITHOUT MOVING THE CAMERA



● You have a choice of three different sizes of image when you're set up for a shot with a Wollensak Series Ia Velostigmat\* Convertible Lens. Photo No. I—with Doublet.

Photo II—with Rear Element alone. Photo III with Front Lens only—all from same position. ● Virtually three fine anastigmat lenses in one, Series Ia gives large images—fine perspectives—grand telephoto effects. Single element and doublet fully corrected. Negatives are clear, sharp.  $F6.3$  to  $f7.7$ . You'll want one often this Winter. Get it now.

\*Reg. U. S. Pat. Office

## WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y.



# WOLLENSAK

WRITE FOR  
FREE BOOK

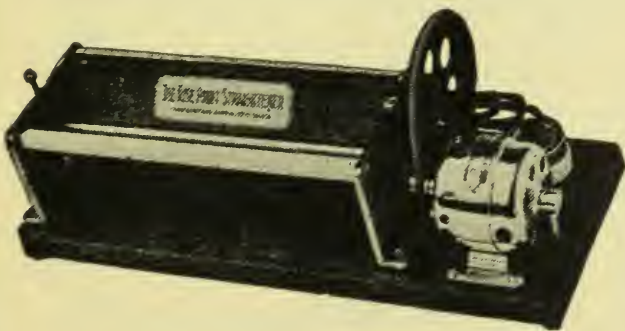
## Rise Print Straightener

DO your prints curl up like a small boy who's been eating green apples? Would you like them to be as flat as my pocket-book the day before payday? No? Well, go on then, don't read this, because I was going to tell you how to get flat prints that stay flat.

This is a series of canvas belts operating like one wide one, which carry the print under a nice smooth roller at high speed, so that the orneriest print doesn't know what happened to it. Single weight or double weight, the machine takes on all comers, catch as catch can, Queensbury rules. It's driven by the cutest nickel-plated motor. The missus will want it for a milk-shake outfit, so it's bolted down.

When you haven't anything to do, feed a bunch of prints to the machine. They will fly through the air with the greatest of ease and they like it so well they often go through a second time—all by themselves. Think how this will amuse the kiddies.

Our stock boys like to be amused, too, and will be if you will place your order. Don't worry about the do-re-mi. Pay by the month if you want to get straightened out.



Made in 12-inch width (1 foot to you), hand-turned model for \$24.00. You can add the motor later or buy the complete outfit with motor for \$45.00. In 18-inch size the price is \$65.00 with motor.

Which will it be?

## Five Models

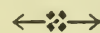
OH, boy — just imagine — two blondes, two brunettes and a red head. They are beautifully shaped, sturdy, and sharp as they come. They fit into little space and require no upkeep, not even a little paint. They make friends any place and add a touch of distinction.

Each model is capable of giving you a beautiful trim. Frankly, they would be an acceptable gift to any man.

Ever hear of the Chandler Print Trimmer? That's it, in five models. Each trimmer has a convenient transparent trimming guide and is all-steel constructed and precision machined. Cutting edges assure a lifetime of service. Here's a play-by-play description of those five models:

6" Junior straight edge.....	\$1.25
6" Master straight edge....	\$2.25
10" Straight .....	\$3.95
6" Deckle edge .....	\$3.25
10" Deckle edge .....	\$7.50

The Chandler's a wonderful cutter,  
For paper, for cardboard, or butter;  
It's accurate, quick,  
It looks very slick,  
It cuts clean with never a stutter.



## Case You Don't Know

Looking over one of the dealer catalogs I find we have a complete line of cases for all the different cameras and meters. Worse than that, we've got two or more kinds for each camera. But the stock room fellers don't seem to mind, because each case has its own stock number, and we've got pictures and descriptions of each.

Do you sell cases? Do you have one of the illustrated cards? Did you know we had these cases? Don't mean to be inquisitive, but would suggest you get your camera and meter cases from us.



# Sussman Mounts

## Glen Easel

Gray—Black and Silver—Coated Stocks—Slip-In Style

*Straight Edge Underlay*

Occasionally, attractive simplicity, fine stocks, and a neat design, blend to make a grand combination. Especially so, when they are offered at so reasonable a price. Get some at once, and be among the fortunate users.

Print Size	Outside Size	Price per 100
3x 5	4 $\frac{3}{4}$ x 6 $\frac{3}{8}$	\$ 5.75
4x 6	5 $\frac{5}{8}$ x 8 $\frac{5}{8}$	7.50
5x 7	6 $\frac{3}{4}$ x 9 $\frac{1}{2}$	8.50
8x10	10 x13 $\frac{1}{2}$	16.00
10x 8 Group	12 $\frac{1}{2}$ x11	16.00

Boxed in 100's, 3x5 and 4x6 — Boxed in 50's, 5x7  
Boxed in 25's, 8x10 and 10x8

*Sample on receipt of List Price*



## Sterling Easel

Ciratone Coated Cover and Insert Stocks—Gray and Neutral—Slip-in Style—Serrated—Edge Underlay

Neat, sturdy, very effective, are all descriptions which fit this recent noteworthy addition to the SUSSMAN fore-front style line.

The STERLING is a moderately priced easel in regular outside sizes and is a real value.

A complete range of sizes will accommodate all your requirements in an easel style.

Print Size	Outside Size	Price per 100
3 x 5	4 $\frac{3}{4}$ x 6 $\frac{7}{8}$	\$ 6.00
4 x 6	5 $\frac{5}{8}$ x 8 $\frac{5}{8}$	7.75
5 x 7	6 $\frac{3}{4}$ x 9 $\frac{1}{2}$	9.00
7 x 5 Group	8 $\frac{7}{8}$ x 7 $\frac{5}{8}$	10.75
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ x12 $\frac{1}{2}$	14.50
8 x10	10 x13 $\frac{1}{2}$	16.50
10 x 8 Group	12 $\frac{1}{2}$ x11	17.00

Boxed in 100's, size 3x5 — 50's, sizes 4x6, 5x7 and 7x5  
25's, sizes 6 $\frac{1}{2}$ x8 $\frac{1}{2}$ , 8x10 and 10x8

*Sample on receipt of List Price*



Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

*“Sussman Mounts Are Paramount”*

## Need a Fly Swatter?

WE really don't sell them, but there's a useful little gadget that could be used for one, between jobs. There's a pretty handle, 11½ inches long, as light as a breath of spring air. Then there's a piece of fibre board, 2¾ x 12, and five pieces of assorted size and shape, to give you any kind of result you may want.

I'm speaking of the Master Dodger, for printing and enlarging, but it's no help in keeping out of the army. Really, it's very useful, and priced at only 60 cents a set.



## Who Likes Bugs?

Certainly not me, how about you? One thing I do know, your films and prints don't like 'em, or that gooey sea weed you often get with your water. You'd be surprised at the amount of muck you get in a glass of water. I didn't think it was so until I put a Photo Pure filter on the tap and let it run for three minutes. When I took the filter apart, presto, just like that, what I found looked just like what they made Treasure Island out of.

Put a Photo Pine Pure filter on your faucet (or do you have a fasset?). Treat your stomach and your prints with real aqua pura and then you'll thank me for mentioning this to you. It fits all faucets, even if they are not threaded for hose connections. Delivers about two gallons of filtered water a minute.

Price .....\$3.50

Replacement discs, box of 12, 75c



## P.S.T.C.W.N.

This is not a radio station or the initials of a new governmental department, nor is it the name of a town in Russia. Don't try to pronounce it;

but whether you want to or not, you are going to know a whole lot more about it. What is it? Give up?

It means PRICES SUBJECT TO CHANGE WITHOUT NOTICE. You are going to hear a lot about that because I see loads and loads of price sheets going through the mimeograph machine every day. Sometimes we make two or three corrections on one page in a week.

Believe it or not, we do try to see that the price on your invoice is right. If you see something that doesn't look right to you, it's your privilege and our hope that you will "squawk," but before you do, remember these initials, which I'll bet you can now quote without looking back to the top of this article.



## Studio Register

EVERY photographer has an ambition to own a studio. For those who have more ambition and want to own more than one, we have what is known as a Studio Register.

It has 180 pages, one for each studio. Think of the pleasure of the stock house in sending 180 statements to one customer! While you're paying off the first studio, and before you buy your second, the greatest benefit of the Studio Register will be to use it as a record of your sales, money taken in and money paid out.

On those rare occasions when you send money to the stock house, you can make an entry so that your grandchildren can see you tried to live an honest life.

Room for 1,280 sittings — I mean room to write the entries.

Furnished with both a number and letter index at no extra cost to your customer. For the duration, the size will be 8¼ x 13½. Use one and put the studio on a business basis.

Price .....\$4.95



Volume 56 • 1942

# The American Annual of Photography

Edited by FRANK R. FRAPRIE and FRANKLIN I. JORDAN

More than 300 pages, 7¼ by 10, over 100 magnificent pictorial illustrations in full page, and as many more illustrating the text. Paper, \$1.50; cloth, \$2.25.

*Ready about October 1st*

**T**HIS famous Annual can have no more exacting standard to sustain than its own brilliant record of the past fifty-six years, but the next issue is going to add to its laurels. A wealth of timely topics has been covered in authoritative monographs by acknowledged and popular experts, as the tentative list below will show. Besides the amazing scope of these informative articles, the Annual presents its usual treat of over one hundred of the best pictorial photographs shown during the year, all reproduced with great care in full page size. Together with Mr. Fraprie's illuminating critique upon them, these show, as is done by no other medium, the latest trends in pictorialism. The book includes all its other regular popular features including the annual tabulation of the three-year standing of every pictorialist, eagerly-awaited information that can be gained from no other source.

**RECENT ADVANCES IN DEVELOPERS AND DEVELOPMENT**

Edward T. Howell

All about the newest chemicals and the latest techniques.

**TRAINING THE ENLARGER**

Laurence Dutton

How to make it do what you always hoped it would.

**THE HISTORY OF NEWSPAPER PHOTOGRAPHY**

Jack Wright

Romance and thrills by one who is in the thick of it.

**FIGURES IN LANDSCAPE PHOTOGRAPHY**

Leonard Misonne

The Old Master shares his knowledge with you.

**REALISM IN PHOTOGRAPHY**

H. W. Honess Lee

This driving force put in its place.

**PHOTOGRAPHIC COPYING**

Harry R. Pierce

The author really tells you how to do it.

**THE PHOTOGRAPHIC PORTRAITURE OF MEN**

T. W. Kilmer

A gifted amateur shows how to get results.

**THE VISUAL MECHANISM AND PICTORIAL PHOTOGRAPHY**

Lloyd E. Varden

Seeing is believing until you read this article.

**PIRIE MACDONALD, Hon. F.R.P.S., PHOTOGRAPHER-OF-MEN**

Edna R. Bennett

Delightful sidelights on his ways of working.

**KODACHROME**

Herbert C. McKay

How to mix some intelligence in its operation.

**TORKEL KORLING'S ANIMAL PICTURES**

Al Bernsohn

Irresistible animal pictures, and how they are made.

**FASHION PORTRAITURE**

Robert R. Miller

Secrets of making girls look glamorous.

**PICTORIAL POSSIBILITIES OF BRIDGES**

William S. Davis

An artist adapts his methods to photography.

**CAVE PHOTOGRAPHY**

Russell T. Neville

A thrilling hobby explained.

**THE RATIONALE OF PICTORIAL ART**

Paul L. Anderson

A convincing argument in intelligible terms.

**STEREOSCOPIC PHOTOGRAPHY IN ADVERTISING**

R. Fawn Mitchell

What a third dimension does to photography.

**MOTION PICTURES**

Henry M. Lester

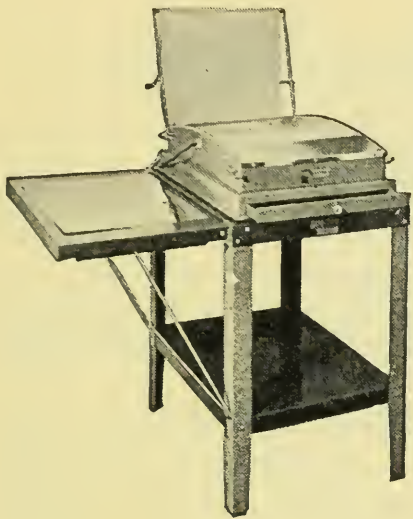
This eminent authority brings you up to date.

*This is one time I'm glad I'm a book agent.*

Scotch Edition, paper cover.....\$1.50  
Regular cloth-covered edition.....\$2.25

A determined soul will do more with a rusty monkey wrench than a loafer will accomplish with all the tools in a machine shop.

The man who never does anything more than he is paid for will never be paid for more than he does—and that goes for business institutions as well.



Notice the many outstanding features of the ARKAY Photo-Dry Print Dryer:

1. Heavy Chromium-plated Steel Platens which heat evenly by radiation over their entire areas.
2. Washable, pre-shrunk, canvas-duck apron is easily and quickly removed for washing by withdrawing rods. No tools whatsoever are required.
3. All-steel WELDED body, finished in seal-brown, baked, ripple enamel outside; aluminum enamel inside.
4. Automatic take-up for apron tension, never needs adjusting.
5. Hinged apron support, keeps apron out of the way when loading or unloading dryer.
6. Handy drawer for storage of ferro plates.
7. Efficient THERMOSTATICALLY controlled heating elements, long-lived for heavy duty. Thermostat is sensitive silver contact type, for AC current only.
8. Underwriters approved electric cord.

#### MODEL P-17

Platen Area .....14 $\frac{1}{8}$ x19 $\frac{1}{2}$  inches  
 Base .....16 $\frac{1}{2}$ x21 $\frac{3}{4}$  inches  
 Height (table to platen).....6 inches  
 Size of Drawer....14 $\frac{1}{2}$ x19 $\frac{3}{4}$ x1 inches  
 Shipping Weight.....Approx. 26 lbs.  
 Uses 12x17-inch Chrome Ferro Plate  
 Voltage.....110 AC. Watts: 465

**Price \$16.25**

No. 17-T Table, extra.....\$9.50

#### MODEL P-20

Platen Area .....16 $\frac{1}{4}$ x22 $\frac{1}{2}$  inches  
 Base .....18 $\frac{1}{4}$ x24 $\frac{3}{4}$  inches  
 Height (table to platen).....7 inches  
 Size of Drawer.....15 $\frac{3}{4}$ x23x1 inches  
 Shipping Weight.....Approx. 39 lbs.  
 Uses 14x20-inch Chrome Ferro Plate  
 Voltage.....110AC. Watts: 575

**Price \$26.75**

No. 20-T Table, extra.....\$11.95

#### MODEL P-14

Platen Area .....12 $\frac{1}{4}$ x16 $\frac{1}{4}$  inches  
 Base .....14 $\frac{1}{8}$ x18 inches  
 Height (table to platen).....5 $\frac{1}{4}$  inches  
 Size of Drawer....11 $\frac{1}{2}$ x16 $\frac{3}{4}$ x1 inches  
 Shipping Weight.....Approx. 15 $\frac{1}{2}$  lbs.  
 Uses 10x14 or 11x15-inch Chrome  
 Ferro Plate

Voltage.....110 AC. Watts: 275

**Price \$12.95**

No. 17-T Table, extra.....\$9.50

#### MODEL P-24

Platen Area .....19 $\frac{3}{4}$ x27 inches  
 Base .....21 $\frac{3}{4}$ x29 $\frac{1}{4}$  inches  
 Height (table to platen).....7 $\frac{1}{4}$  inches  
 Size of Drawer..19 $\frac{1}{2}$ x27 $\frac{1}{2}$ x1 $\frac{1}{8}$  inches  
 Shipping Weight.....Approx. 64 lbs.  
 Uses 18x24-inch Chrome Ferro Plate  
 Voltage.....110 AC. Watts: 625

**Price \$41.75**

No. 24-T Table, extra.....\$14.50

*Ferrotypes plates not included in these low prices.*



## No Acetic Acid? – Pooh!

“In photography, Acetic Acid is used principally to make acid hardening fixing baths, and acid shortstop baths. In fixing baths there are numerous formulas already published which do not call for the use of Acetic Acid. Some of these formulas, especially the ones using chrome alum as the hardening agent, call for Sulfuric Acid. Others use Potassium Metabisulfite.

“When choosing a substitute for the present Acetic Acid formula, one should be careful to select a formula which performs the same function as the bath normally used.”

I dug this information out of the Photo-Lab-Index, so use it at your own risk and with my blessings.

## Chrome Alum Fixing Bath

This hardening fixing bath for use with films in hot weather should be used fresh, as it does not retain its hardening action.

### SOLUTION 1

Water (125°F. or 52°C.).....	80 ounces	2.5 liters
Sodium Thiosulfate (Hypo).....	2 pounds	960.0 grams
Sodium Sulfite Anhydrous Photo.....	2 ounces	60.0 grams
Add cold water to make.....	96 ounces	3.0 liters

### SOLUTION 2

Water .....	32 ounces	1.0 liter
Alum Chrome Potassium Gran.....	2 ounces	60.0 grams
*Sulfuric Acid (C.P.).....	¼ ounce	8.0 cc.

\*Always add the sulfuric acid to the water slowly with stirring and never the water to the acid, otherwise the solution may boil and spatter the acid on the hands or face, causing serious burns.

Slowly pour Solution 2 into Solution 1 while rapidly stirring the latter. Do not dilute for use. Do not dissolve the Chrome Alum at a temperature higher than 150°F. (66°C.). Always rinse films thoroughly before fixing. Normal fixing time 5 to 10 minutes at 65°F. (18°C.).

## Brother, Can You Spare a Quarter?

Maybe you have heard this one before from the editor. If you have, it's too bad I have to remind you that the latest Kodachrome data book gives you all the latest information on color photography. It's useful to amateurs, and if you think you have progressed to

the point where you are a professional, the book has a lot of information in it for you.

Why make black and white pictures like they did fifty years ago, when you can fill your show case with pictures in natural color. The price of this book is only 25c, and if you knew how good it was, you'd go without lunch to buy it.

# Non-Hardening Metabisulfite Fixing Bath

This fixing bath is recommended for use when hardening is not desired, as, for instance, for greatest accuracy of registration in color work.

## Suggested Published Formulas for Fixing Baths

### STOCK SOLUTION

Sodium Thiosulfate (Hypo).....	16 ounces	475.0 grams
Potassium Metabisulfite Gran.....	2¼ ounces	67.5 grams
Add cold water to make.....	32 ounces	1.0 liter

The Potassium Metabisulfite should be added to the Hypo solution after it gets cool. Dilute 1 part stock solution with 1 part water. Normal fixing time 5 to 10 minutes at 65°F. (18°C.).

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# Chrome Alum Hardening Fixing Bath

*For Films and Plates*

### SOLUTION A

Water (125°F. or 52°C.).....	64 ounces	2.0 liters
Sodium Thiosulfate (Hypo).....	2 pounds	960.0 grams
Sodium Sulfite Anhydrous Photo.....	2 ounces	60.0 grams
Add cold water to make.....	96 ounces	3.0 liters

### SOLUTION B

Water (not over 125°F. or 52°C.).....	32 ounces	1.0 liter
Potassium Chrome Alum Gran.....	2 ounces	60.0 grams
*Sulfuric Acid (C.P.).....	¼ fl. oz.	8.0 cc.

\*The sulfuric acid must be added to the water, otherwise the solution may boil with explosive violence and if splattered on the hands or face will cause serious burns. Pour solution B into solution A slowly while stirring A rapidly. This formula, when freshly mixed, is especially recommended for use in hot weather.

Use water at a temperature not higher than 125°F. (52°C.) when dissolving the chrome alum or the hardening properties will be impaired. Rinse films thoroughly before fixing.

**IMPORTANT:** A fresh bath should be prepared frequently because this formula rapidly loses its hardening properties with use when it should be replaced by fresh bath. With an old bath there is a tendency for scum to form on the surface of the film. Any such scum should be removed by swabbing with cotton before drying.



# Chrome Alum Hardening Fixing Bath

For Motion Picture and X-Ray Films

## SOLUTION A

*Sodium Thiosulfate (Hypo).....	2 pounds	960.0 grams
Sodium Sulfite Anhydrous Photo.....	1 oz. 290 grains	50.0 grams
Water to make final volume.....	96 ounces	3.0 liters

## Suggested Published Formulas for Fixing Baths

\*A bath which fixes more rapidly may be obtained by increasing the hypo concentration in the above formula to 2½ lbs. per gallon (1,200 grams per 4 liters).

## SOLUTION B

Water .....	20 ounces	600.0 cc.
Sodium Sulfite Anhydrous Photo.....	290 grains	20.0 grams
*Sulfuric Acid 5%.....	5 fl. ozs.	160.0 cc.
Alum Chrome Potassium Gran.....	4¼ ounces	128.0 grams
Water to make final volume.....	32 ounces	1.0 liter

\*To prepare 5% sulfuric acid, add one part by volume of sulfuric acid, C.P. to 19 parts by volume of cold water, and mix carefully with stirring. The acid must be added to the water, otherwise the solution may boil with explosive violence and if splattered on the hands or face, will cause serious burns.

**DIRECTIONS:** Dissolve the constituents of Solution A and cool to 70°F. (21°C.). Mix Solution B by adding the chemicals in the order given and cool to 70°F. (21°C.). Then add Solution B slowly to Solution A while stirring the latter solution thoroughly. If Solutions A and B are not cool when mixed, the bath will sulfurize.

If the solutions are mixed in a deep tank and the hypo bath is not stirred adequately, the chrome alum solution will tend to float on top of the hypo solution and sulfurization is apt to occur. Solution B should not be stored as a stock solution because it will lose its hardening properties.

## A Few Things To Remember About Grippit

Grippit is the oldest and highest quality paper cement.

Grippit is always uniform at the best consistency for regular use.

Grippit is Non-Inflammable.

Grippit is Removable.

Grippit cannot wrinkle the thinnest paper.

The new state license law in Vermont apparently has the necessary "teeth" to make it work. On May 26 a quartette of traveling photographers were arrested and fined in St. Johnsbury for not having complied with the law's requirements. All gave their addresses as St. Louis, Mo.



If a man has to pay out \$8000 a year in interest, taxes, and insurance premiums, he discovers eventually that he can't balance his budget by eating 30-cent lunches.

## Non-Hardening Acid Fixing Bath

Water (125°F. or 52°C.).....	16 ounces	500.0 cc.
Sodium Thiosulfate (Hypo).....	8 ounces	240.0 grams
Sodium Sulfite Anhydrous Photo.....	145 grains	10.0 grams
Sodium Bisulfite .....	365 grains	25.0 grams
Add cold water to make.....	32 ounces	1.0 liter

Dissolve chemicals in the order given.

This bath is recommended for films, plates or paper when no hardening is desired.

This solution may be used satisfactorily only when the temperature of the developer, rinse bath and wash water is not higher than 65°F. (18°C.) and provided ample drying time can be allowed so that relatively cool drying air can be used.

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## Suggestions For Stop Baths

We suggest that a three per cent solution of Sodium Bisulfite or Sodium Metabisulfite (3 oz. 367 grains per gal.) be used for paper stop baths. It may be more desirable to use Sodium Bisulfite, because this is less expensive than Sodium Metabisulfite.

### SUBSTITUTE FILM STOP BATHS

Water .....	32 ounces	1.0 liter
Potassium Chrome Alum.....	1 ounce	30.0 grams

— or —

Water .....	32 ounces	1.0 liter
Potassium Chrome Alum.....	1 ounce	30.0 grams
Sodium Sulfate Exsiccated.....	2 ounces	60.0 grams

In either of these stop baths between development and fixation, the standard Eastman Formula F-24 can be used.

**Y**OU really ain't seen nuthin' unless you have seen it through a Sawyer View-Master. Then you see plenty—the most exquisite, natural color scenes imaginable, each building, mountain and tree standing out in bold relief.

Now, in your easy chair, you can visit National Parks, cities, fairs; you can spend a few minutes in Alaska and jump to Florida, Chicago or New York.

The View-Finder with one reel (7 scenes), \$1.50. Extra reels, 35c each, 3 for \$1.00.

Ask for pamphlet listing several hundred subjects and the next time you are in our store, look into the View-Master — you'll be surprised.



## It's Just Too Bad!

FROM what I hear in the office, it seems to me the men on the road have been trying to make pepole understand that they would pay more for their equipment later in the year than during the summer. I have in mind items like the Beattie line of lamps, which so many people tell us they want to buy but just keep on waiting.

Well, I guess you've waited long enough. Prices have gone up and if this is what you have been waiting for, there's no reason for any further delay. It's only fair that I should tell you what the new prices are so I quote from the new schedule under which I understand we are buying Beattie lamps.

### FLUORESCENTS

Model FPH, with tubes.....	\$198.00
Model FDL, with tubes.....	140.00
Model ARM, with tubes.....	96.00
Above without stand.....	77.00
Model FS, with tubes.....	62.00
Model H. P., with tubes.....	56.50
Above with carrying case.....	65.50
Beattie Overhead, with tubes..	75.00
Utility Overhead, with tubes..	30.00

### SPOTLIGHTS

Super Boom-Lite, with globe..\$	96.00
Super Hi-Lite, with globe.....	52.00
Studio Hi-Lite, with globe.....	32.00
Cine-Lite, less globe.....	110.00

### INKIES

News-Reel Floodlite, less globe—	
on studio or folding stand....	\$37.50
on Illustrator's stand.....	45.00

### MISCELLANEOUS

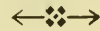
18-inch Sunspots.....	\$ 65.00
24-inch Sunspots.....	175.00
Studio Brite-Lite.....	20.00
Litho-Twin arc floodlights, pr.	150.00
Litho-Printer .....	95.00

Don't be discouraged by these prices, after all it isn't what you pay that counts, it's what you get for your money. At the above prices, the lamps are still the best investment you can make.

## Eastman Super Panchro-Press, Type B, Safety Film Antihalation

Eastman Super Panchro-Press, Type B, Film is similar in all respects to Super Panchro-Press, with the exception that the red sensitivity has been lowered and is, therefore, more suitable for Photoflash exposures. The Type B Film should find a ready acceptance by commercial and illustrative photographers.

This new film will be furnished in addition to Super Panchro-Press in the same sizes and at the same prices.



## Currency Photographers Violate Federal Laws

### U. S. Secret Service Requests Cooperation of Photographers and Photo Finishers

PHOTOGRAPHS or other reproductions of United States money are prohibited by the United States Criminal Code unless authorized by the Secretary of the Treasury. Amateur and professional photographers who violate this law are subject to arrest and imprisonment, or at least might be greatly inconvenienced.

Frank J. Wilson, Secret Service Chief, has asked The Eastman Kodak Company to notify photographers and photo finishers to be careful not to photograph money. Chief Wilson pointed out that photo-finishing concerns could help to suppress counterfeiting by advising the Secret Service if they receive films for processing which bear images of currency of parts thereof. "We appeal to those in the photographic profession," said Chief Wilson, "to help the Secret Service prevent crime. If they call our attention to a customer who wants pictures or negatives of money, they may be nipping in the bud an extensive counterfeiting conspiracy, and many times information of this kind results in the payment of substantial rewards.

# Well—What Is He Laughing About?

That fellow on the front page may be a gentleman, and maybe he just didn't know enough to look the right way at the right time, or maybe something else. What will interest you is not the picture; of course not!—but the fact that it was made with a flash bulb, but neither the fellow nor girl knew the picture was made.

According to the bulletin I saw, it's a picture of a Rockette, off the stage of New York's Radio City Music Hall, made with a Wabash Blackout Superflash bulb. The exposure at 12 feet was made at 1/50th F4.5.

Like the ad in the magazines, something new has been added to the Wabash line. It's invisible light. Imagine what this means! You can take your camera to a show, or night club, a party, or any place, and make flash pictures without anybody knowing it. Talk about candid camera photography—brother, you ain't seen nothing yet.

The new lamp is a wire-filled lamp coated with a black infra-red filter material, which holds back the light you would see, but lets through the infra-red light. You can use the bulbs in any reflector, but there will be a new line of reflectors soon, for these bulbs.

Here's something. Your pictures may not be sharp even if sharp on the ground glass, unless you compensate for the difference in wave length. And look—red lipstick shows white. Veins you can't see show up strong. That soup you spilled on your vest, which you think the cleaner took out, will show up so strong a person can tell what kind of soup and what brand. A picture of a man coming out of a barber shop will make him look as if he needed a shave, and those beautiful brown eyes you fell in love with will look pale grey.

So here you have it. Can't see it. Can't smell it. Can't hear it. How will you know it's there? You'll know, all right, when you see your stock bill, because there are 100 to a case, and the list price is 60 cents each.

And now you know what he's laughing about. He's thinking of all the bald-headed fellows in the front row who will be buying infra-red bulbs.

ON OCCASION a print must be made to very exact size. Velour Black, surface S or R should be selected. The paper is given a preliminary ten-minute soaking in distilled water, is ferrotyped and dried in the dark. Then, exposed and processed in the regular manner, including ferrotyping, the degree of shrinkage will be very small indeed. The additional handling, of course, calls for extra care with regard to work light, which must be really "safe."



Dark clouds are things that pass.

OVER YOUR TRAY of Hypo an ordinary plunger is hung on a cord or cable, which has been passed through a wheel screw overhead and balanced by a weight at the other end.

When you've finished submerging the prints in the Hypo, push the plunger up and out of the way. This keeps the hands out of the Hypo solution; prevents developer contamination; frequent hand rinsing.



If you daub Grippit on your hands or on the work, let it dry, then rub it off with your fingers. No hard and shiny residue is left to stain or collect dirt.



# SPECIAL NOTICE

August 1, 1941

**R**ECENTLY we advised you that the curtailment of materials for civilian needs was materially affecting the delivery of PAKO equipment. Since that time, the situation has grown rapidly worse. The purchase of materials for war purposes has been increasing so prodigiously that today we find it almost impossible to complete machines due to our inability to procure materials.

Naturally, the most serious shortage is in metals. On quantity orders placed months ago for motors, rubber-covered baskets, thermostats, stainless steel, monel metal and other parts and materials, we are getting only trifling quantities, with constantly increasing indefiniteness as to future deliveries.

This means that we can make up machines only at such times and in such quantities as we are able to procure parts and materials for them. As a result, we cannot offer any promises on deliveries of PAKO equipment except on such orders as are accompanied by Preference Rating Certificates.

Furthermore, from the information which has come to us, we cannot see that this situation will improve in the year ahead. Instead, it is almost certain to become progressively worse. We suggest, therefore, that you advise all customers who may need equipment in 1942 to place their orders now with the understanding that shipment will be made when machines are available. No machines will be held for future delivery. Deferment or cancellation of an order now can result in many months of delay in delivery later on.

While we regret the inconvenience that this situation is causing you and your customers, we hope that you, like we, will accept it in the interest of National Defense.

PAKO CORPORATION.

*So now—don't say you weren't warned.*

JERRY.

## Don't Go to Somebody Else to Be "Framed" Let *HIRSCH & KAYE* *do it for you.*

FROM everything I hear in the office and the stock rooms, the smart photographer is the one who is going to order his mounts and frames early. Everything is against us in trying to give you immediate shipment on each order as we would like to and as we so often did in the past.

We have to depend on factories, who depend on someone else to give them the material and stock that is needed. When we place an order we don't know when we will get the goods, and Mr. Bogue was telling me about the orders he's placed a long time ago that haven't been shipped from the factory.

Now, if that is the situation in the middle of summer, what will it be when in the fall 2,000 photographers, all at once, make up their minds that they want some frames and mounts. It will be a case of first come, first served, and the fellow who waits until the last minute is sure to be disappointed.

Another thing to remember on embossing is that we are working less hours than ever before, because that's the way things are done in this country today.

I know what your answer will be. Get more help. All right—you tell me where we can get experienced embosser that can do the work the way you have been getting it—people who will be satisfied with a temporary job of about three or four weeks a year. Extra help also costs that much more on the payroll. It takes years to make a good embosser and even with a month's experience, an embosser can't turn out a fraction of the work done by our regular people.

So take a tip from JERRY and remember this is 1941, when things are

## Screw-Ball Plates

That's what a customer wrote in for, but our smart order department figured he meant squeegee plates. And that's what I want to tell you about.

You probably know that we've been supplying squeegee plates, coated in spring brass, nickel plated and then chromeplated. Never rust, and there's no better plate to be made. You can buy these at \$3.50 each, 18x24 size.

If you want something less expensive, we've got some plated in steel. These have the same chrome shine, but as to rusting some day, you can draw your own conclusions. But that's a long way off and before that happens I'll bet you'll be taking your old plates to a tailor to have a bullet-proof vest made.

The steel-chrome plates are made in two sizes, so make up your order now:

14 x 20 .....	\$1.50
18 x 24 .....	\$2.90



## It's Free!

Looking through the catalog room for something I could give away free, I picked a new G.E. Mazda Photo Lamp sheet as the one I think you would rather have. It has the latest information on G.E. Flash Lamps, Photo Flood Lamps, Enlarging Lamps, Studio Lamps, and Fluorescent Lamps, but I couldn't find anything in it on "Oil for the Lamps of China."

In it you will find exposure guides and useful information. It's quite large and I've been wondering how many of these it would take to paper your living room! Just imagine how your guests would enjoy this after a heavy dinner!

If you want one of these, just ask for the latest Mazda Photo Lamp Sheet.

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in a heck of a mess. The early bird catches the worm, which in this case means best possible service.



## This Will Interest Lazy Photographers

ONCE upon a time there was a photographer who had a good print trimmer. It was so good everybody found use for it. His hired man used it for a cigar cutter, and his daughter thought it was ducky for cutting news items about herself out of the society page. Mother used it for cutting material for dressmaking and Junior thought it was swell for cutting tin and wire for his model airplanes.

By the time the photographer got a chance to use it as a print trimmer, he found he had a new type effect which was different from anything his competitors had, so he advertised the new style trimming and that was the beginning of the deckle-edge trimming that is now so popular.

Although we would like to sell you a ready-made deckle-edge trimmer, which you will find on page 15, you can also buy a regular straight trimmer and nick the blade for your own type of deckle-edges. If you are like most photographers you won't do either and would rather buy your

paper already deckle-edged. That's where HIRSCH & KAYE service comes in. We've got Velox paper in 500 sheet packages in four sizes:  $2\frac{1}{2} \times 3\frac{1}{2}$ ,  $2\frac{3}{4} \times 4\frac{1}{2}$ ,  $3\frac{1}{2} \times 5\frac{3}{4}$ , and  $1\frac{7}{8} \times 2\frac{3}{4}$ .

Now if you don't try deckle-edge prints, it is not because I didn't try to help you. It's up to you!



A "glassine" envelope, slipped over a sheet of glass, makes a handy palette for blending colors. Instead of having to clean or scrape the glass at intervals, you simply remove the messed-up envelope and throw it away. Then slip a fresh one over the glass.



When enlarging, do not leave the light on more than a couple minutes at a time, especially with roll film negatives. And always leave one ground glass in to shield from direct heat of the light, or the negative may crinkle. If a long exposure is needed, it may be made with several short intermissions for cooling.

Keep fingers off enlarging lenses for best results, and if they get dirty brush off the dust, breathe moisture upon the surface, and clean gently with a soft cloth.

## Need Some?

Kodak Fluorescent Water Colors will henceforth be furnished in cartons of 6 tubes or jars of one color at the same rate as when furnished in sets of 18. The schedule included in the Graphic Arts Price List is hereby revised as follows:

### KODAK FLUORESCENT WATER COLORS

Set of 18 $\frac{1}{4}$ -oz. Tubes .....	\$25.00
Tube $\frac{1}{4}$ -oz. ....	1.50
*Carton of 6 $\frac{1}{4}$ -oz. Tubes .....	8.35
Set of 18 1-oz. Jars .....	75.00
Jar 1-oz. ....	4.50
*Carton of 6 1-oz. Jars .....	25.00

\*These prices apply to cartons of 6 of one color, not assorted.

That reminds me—how about an order for Kodalith Films? We'd love to fill your order.

## Zephyr

To some people Zephyr means a streamline train. To others it means an automobile. To folks in Kansas it means a gentle cyclone. To photographers it means a new form of print embosser. It was put in stock just in time to be ready for you when you get out your greeting card samples.

The Zephyr embosser is made of metal and consists of a little block or frame long enough to hold an 11 x 14 print. Along one edge is a celluloid ruler marked in fractions of an inch. An adjustable sliding steel guide clamps onto the platform parallel to the ruler, but you can pull it away from the ruler as much as you want, according to the scale printed on both edges. You slip your print over this guide if you want and then use a curved pointer for edge embossing. The pointer makes it possible to get a perfect join where the lines meet. It's really a swell idea that you will appreciate the minute you use it.

The Zephyr Print embosser is offered subject to the defense program, OPM, COD, and other conditions, for only \$3.50. After inflation comes it will cost more, so you had better buy today.



## How to Use It

How to use what? Aerosol, of course, which everybody is buying, and I'll bet, having one grand time trying to figure out the directions. You see, the fellow who invented and makes Aerosol is smart in his own line, and he can understand what it's all about. He made the mistake of thinking that any photographer was just as smart, so here's the answer in plain English.

When you use Aerosol in the developer, use eight drops to a quart. When you use it in fixing bath and after washing, you use fifteen drops to a quart. They tell me that a little bit put in a bucket of water is useful for washing the car! Mr. Wolff says he found it makes a good shampoo!

There is one thing about Aerosol and that is that a little bit goes a long way—that's why we have it in small bottles at only two-bits a bottle. If you haven't two-bits, we'll let you have a bottle for twenty-five cents!



## Academy Spotlight

There is a little spotlight in stock that looks like a pee-wee army searchlight. You know the kind that is used for the opening of gas stations or hamburger stands. If our wide-awake salesmen would take one of these around and show the lamp to their customers I wouldn't have to write this article, because there would be none left in stock to sell—that's how good they are—the lamps, I mean.

The lens is the regular bull's eye type, which makes the lamp very bright. The lamp is a 150-watt concentrated filament, backed with a satin-finish reflector. You can regulate the size of the spot by pulling or pushing a rod in the back. The lamp is mounted on a "U" shaped frame and has clamps in front where you can put a ground-glass colored screen any time you want. This spotlight gives a lot of light and the lamps are ventilated at the top, and there is no extra charge for the rubber-covered cord with plug and switch.

I think they call it the Academy Spotlight because somebody in West Point saw it and modeled the army searchlights after it. The price is \$6.95 without bulb and the Mazda globe is \$1.40 extra. If I don't sell all the lamps we have in stock this month, the firm will give these spotlights to the army for air defense. Help me out and order one.



VELTURA I (White Rough Matt) and other surfaces of the lusterless type are regarded as being hard to color. They should be given a coat of medium before applying the colors.

Color takes hold more evenly on any surface, as a matter of fact, if medium is used.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## STUDIO FOR SALE

In theatre building on Main Street. Town of 7,000. Full price \$600.00. Established 8 years.

P. O. Box 376, Porterville, Calif.

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600.00 cash.

Box 2456

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## STUDIO FOR SALE

Well equipped for commercial and portrait work. Owner will sell because of military service. Price open to negotiation.

Box No. 2455

THE FOCUS

## FOR SALE

**Studio and Camera Shop**  
Wholesale and Retail

Established 23 years in same location. Substantial payroll. Located in a lumbering town in northern California. Owner retiring to trout ranch. Will consider outright sale, lease or qualified partner. Address H. H. Wonacott, Fort Bragg, Calif.



**IT'S YOUR  
BUSY  
SEASON..**

*Save Time... Avoid Inconvenience... Use*  
**KODAK PREPARED DEVELOPER POWDERS**

**J**UST add to water and stir. It's the quick, economical way to prepare correctly balanced developers without delaying plant production. Kodak Prepared Developer Powders save time and bother. No weighing of chemicals—no waste—no uncertainty. Accurately compounded from famous Kodak Tested Chemicals, of certain strength and purity, the powders are packed in sealed containers—are always fresh. Try them once, and you won't be without them again.

**These Packages Available for Commercial Use**

Kodalk Formula DK-60a to make 1, 3½, 10, and 48 gallons

Kodalk Formula DK-60aTR to make 1 and 5 gallons

Kodalk Formula DK-60aMR to make 5 gallons

Kodalk Formula DK-20 to make 1, 10, 38, and 48 gallons

Kodalk Formula DK-20R to make 1 and 5 gallons

Formula D-72 to make 1, 5, and 25 gallons



*Specify* **KODAK TESTED CHEMICALS**

**EASTMAN KODAK COMPANY, Rochester, N. Y.**



*For enlargements of sparkling  
brilliance—use*

# **KODABROMIDE**

(FORMERLY CALLED KODABROM)

Photographers prefer its rich blacks—its speed of development—and like its choice of thirteen attractive grades.

**Eastman Kodak Company, Rochester, N. Y.**





# THE FOCUS

*Published Monthly in the Interests of the  
Photographic Industry*

Vol. XVII                      SEPTEMBER, 1941                      No. 9



A KALART PRIZE WINNER

*Published by*  
HIRSCH & KAYE, for JERRY  
SAN FRANCISCO



# DEFENDER VELOUR BLACK

A mood is a fragile thing to capture upon a negative—and just as difficult to keep alive in the final print. That's why you will like Defender Velour Black for your projection prints. Its twenty-seven surfaces provide a match for the mood of any photograph. In the printing, its long tonal range preserves the fine qualities of your negative, in shadow and in highlight.

The logo for Defender Photo Supply Co., Inc. features the word "Defender" in a white, elegant, cursive script font. The text is centered within a solid black rectangular background.

DEFENDER PHOTO SUPPLY CO., INC. • ROCHESTER, N. Y.

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVII

SEPTEMBER, 1941

No. 9

## INTRODUCING—



JAMES J. HALL.

*This is a story of a photographer who is in business in his home town. Most photographers about whom we have told you were born in one locality and after several years, settled in some other community.*

JAMES J. HALL was born in Woodburn, Oregon. His parents were pioneers in the state, his father settling there in 1845. He was raised on a farm and when conditions permitted, he attended a county school for the vicinity. On graduating from school, he attended the Oregon State College, and it was followed by his appointment in the postal service. He carried the mail for three years until sickness compelled him to make a change.

While it was his early ambition to own and operate a little farm, his mind turned to photography and in 1905 he found employment with Mr. A. Jensen, who operated the studio at Woodburn. Some time later he purchased the studio, which he has operated as his own since that time. At one time he had a branch in Canby, but decided he could best succeed if he could give his individual attention to one, rather than two, studios.

Looking back at his earlier decision, Mr. Hall is still of the opinion that were he to make a similar decision

a second time, he would stick to photography.

He is a member of several fraternal organizations but is not regular in his attendance. He has been interested in local politics. For six years he was mayor of Woodburn and at a later time was a member of the city council. He was also city recorder, but with all this experience he is not interested in politics as a career.

Aside from the studio his principal interest in life is his family. His son is an engineer for a telephone company in Seattle and his daughter is a teacher in the Anaheim High School. He likes gardening and delights in flowers and shrubs. Photographers passing through Woodburn and interested in flowers will find much of common interest in conversation with Mr. Hall.



“When you buy on price, you can never be sure. It’s unwise to pay too much, but it’s worse to pay too little. When you pay too much, you lose a little money, that’s all. But when you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance *prohibits paying a little and getting a lot*. It can’t be done. If you deal with the lowest bidder, it is well to add something for the risk you run and if you do that, you will have enough to pay for quality.” —JOHN RUSKIN





## *Modern, attractive designs*

ONE thing about Gross Mountings worthy of noting is that photographers who use them, consistently voice their praise of their styling and quality and they continue to use Gross mounts year after year. To their minds, there is no substitute for Gross styling and quality.

Modern, attractive designs, conceived with intelligent understanding, developed in good taste and produced by craftsmen imbued with pride of accomplishment. Gross mounts are indeed a factor in successful studio operation.

Write us if our traveler does not call.

THE GROSS PHOTO SUPPLY CO.  
MANUFACTURERS / TOLEDO, OHIO

HIRSCH & KAYE—Distributors

# ANNOUNCEMENT

It is with regret that we are forced to announce that effective immediately we must reserve the right to change prices on any items pertaining to the photographic trade. We have held off as long as possible and in every instance used the stocks at hand before going to the new prices charged by the manufacturers.

You are all sufficiently aware of the conditions that bring about this situation, so that an explanation of the causes contributing to increases in price is superfluous. However, we pledge that in no circumstance will prices be raised unless our costs go up to such an extent that it is impossible to do otherwise.

There is also the problem of getting goods no matter at what price. Despite careful planning, demand has drawn heavily on a number of items, which in turn the manufacturers cannot supply. Although we are trying to hold our back orders down, we anticipate a more critical delivery situation in the near future, so that there might be an increase in this direction. The photographic supplies hold as priorities, so we can only promise to "do our best."

**HIRSCH & KAYE**



# Revised Schedule of Mount Embossing Charges

SOME 20 or more years ago a service charge was decided upon for mount embossing. At that time it was still the custom of many photographers to personally sign their pictures or mountings and the custom of raised letter embossing had not yet become universal. Inasmuch as mount embossing was a service rendered only to those customers who so ordered, it was generally accepted as just and fair to make a charge based on the cost at that time of rendering this additional service.

During those days, there were not as many styles of mountings and the average order received at that time would include a much larger quantity of each style and size. This meant relatively economical handling of embossing orders since there were few changes in make-ready. It is obvious that a certain minimum time is required to prepare the dies whether one or one thousand mountings are embossed.

Today we have an entirely different situation. The number of styles and sizes of mountings have increased to the point where our Kardex stock control records show that we have more than three hundred name styles, each in one or more sizes and many in two colors. The average purchase of mountings by individual photographers is, therefore, less mountings of an individual style or size. This means more frequent changes of die and make-ready, slowing down the capacity of each press. We likewise have the forty-hour week and other bottle-necks of production in addition to well-known increased operating costs.

The result was inevitable and in step with the general trend throughout the country we have announced a revision of our schedule which still leaves the embossing service without profit but more in step with the times.

## Schedule of Mount Prices When Name Is Embossed

### Less than \$4.00 List Value

When list per 100 is	Price for 100 Embossed	Price for 50 Embossed	Price for 25 Embossed	Price for 12 Embossed
\$1.50	\$2.00	\$1.30	\$ .95	\$ .75
1.75	2.25	1.40	1.00	.75
2.00	2.50	1.55	1.05	.80
2.25	2.75	1.65	1.10	.80
2.50	3.00	1.80	1.20	.85
2.75	3.25	1.90	1.25	.90
3.00	3.50	2.05	1.30	.90
3.25	3.75	2.15	1.35	.95
3.50	4.00	2.30	1.45	1.00
3.75	4.25	2.40	1.50	1.00

# Schedule of Mount Prices When Name Embossed

*In Lots of Less Than 100 of a Size and Kind*

If List Per 100 Is	Price for 50 Embossed	Price for 25 Embossed	Price for 12 Embossed
\$4.00	\$2.55	\$1.55	\$1.05
4.25	2.65	1.60	1.05
4.50	2.80	1.70	1.10
4.75	2.90	1.75	1.15
5.00	3.05	1.80	1.15
5.25	3.15	1.85	1.20
5.50	3.30	1.95	1.25
5.75	3.40	2.00	1.25
6.00	3.55	2.05	1.30
6.25	3.65	2.10	1.30
6.50	3.80	2.20	1.35
6.75	3.90	2.25	1.40
7.00	4.05	2.30	1.40
7.25	4.15	2.35	1.45
7.50	4.30	2.45	1.50
7.75	4.40	2.50	1.50
8.00	4.55	2.55	1.55
8.50	4.80	2.70	1.60
9.00	5.05	2.80	1.65
9.50	5.30	2.95	1.75
10.00	5.50	3.00	1.75
10.50	5.75	3.15	1.85
11.00	6.00	3.30	1.90

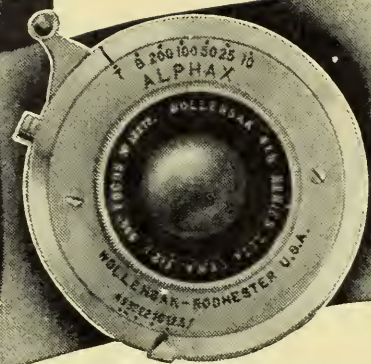
AND OTHER PRICES AT EQUABLE RATES

## Lots of 100 or More, One Order

Effective at once, all quantity discounts that may have been quoted in the past on purchases of mounts are withdrawn, and there will be a charge of 50 cents per 100 for embossing mountings in quantities of 100 or more. This charge will apply to all quantities of 100 to 999.

On orders for 1,000 mountings, either one style or assorted, we will emboss studio name free of charge. Any embossing designs that may be wanted will be charged at our regular rate, after which the die will become the property of the photographer and will be held with suitable make-ready to be used as instructed.





*Now!* THE SERIES IIIa  
**EXTREME WIDE ANGLE LENS**  
FOR 4x5 CAMERAS

## 3½ INCH FOCUS SERIES IIIa f12.5

**I**F you're a 4 x 5 camera user you'll want this Series IIIa lens—for it combines satisfactory speed, extreme angle and reserve covering power—all at moderate price. Ideal for work in limited space requiring a short focus lens, this Extreme Wide Angle Velostigmat covers a 90° angle. Good definition at full aperture. Stopped down has excellent depth of

focus with bristling sharpness.

Ideal for banquets. See for yourself. The Series IIIa Extreme Wide Angle is also available in longer focal lengths for larger plates.



**FOR CROWDED INTERIOR SHOTS—**



# WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y.

# WOLLENSAK

**WRITE FOR  
FREE BOOK**

# KOTAVACHROME

## PROFESSIONAL PRINTS

**I**N the past six years, a series of new materials has been made available to photographers by which color pictures of excellent quality can be made with the maximum of simplicity. In 1935, Kodak announced Kodachrome Film for amateur motion pictures. This was followed in 1936 by Kodachrome for miniature cameras, and in 1938 by Kodachrome Professional Film. These materials have popularized color reproduction, and have made the public conscious of the value of color photography in all its forms. Kodachrome transparencies have been used for advertising and display, and as originals from which color prints and photo-mechanical reproductions could be made.

### BY THE KODACHROME PROCESS

Excellent color prints on paper have been made from Kodachrome originals, but photographers have frequently asked why it is not possible to coat Kodachrome emulsions on paper and make color prints in a single exposure. This idea naturally occurred to the Kodak research scientists as soon as they had perfected the Kodachrome process. But it is not as simple as it seems, primarily because paper is used as a base and not film, and the prints are viewed by reflected light and not by transmitted light as in the case of Kodachrome transparencies. Light must pass twice through the picture before it reaches the eye in the case of a print, and this required the whole problem of coating and processing to be reinvestigated. This has now been done, and the result is Kotavachrome Professional Prints. Instead of paper, a white pigmented cellulose acetate support is used for the prints.

### FOR EFFECTIVE DISPLAY

Advertisers, commercial and industrial concerns will find profitable use for these beautiful, full-color prints with their photographic accuracy and color fidelity. Featured attractions in convention exhibits, highlighting lobby displays, and as wall decorations, Kotavachrome Professional Prints are decidedly ornamental and packed with selling power. They lend themselves admirably to the story-telling, product-in-use type of presentation. Architects, interior decorators, landscape gardeners can illustrate their handiwork to best advantage with Kotavachrome Professional Prints. And these large, full-color photographs will be welcome advertising aids to many concerns with similar requirements.

For private use, Kotavachrome landscapes and general views, on wall or table, will greatly enhance the beauty of home interiors.

### CORRECT EXPOSURE IMPORTANT

Just as the best black-and-white enlargements are made from good negatives, so are well-exposed, technically acceptable Kodachrome originals essential to the production of the best Kotavachrome Professional Prints.

Kotavachrome prints consist of dyes. In common with printers' inks and artists' paints, dyes may change somewhat if they are exposed for a long time to direct sunlight. The dyes used in Kotavachrome are as stable as possible consistent with their other requirements. It is important, however, that the prints should not be exposed for long to direct sunlight or they may change.

(Continued on Page 10)



## KOTAVACHROME PROFESSIONAL PRINTS

(Continued from Page 9)

When the prints are used for display they should be shielded from the direct rays of the sun. With reasonable care, they should have a long life.

Kotavachrome Professional Prints are made by Eastman by the Kodachrome process in the sizes listed below. They are made from all sizes of Kodachrome Professional Film transparencies except 45 x 107 mm., 6 x 13 cm., and 11 x 14 inches. The maximum enlargement from any transparency is limited to six diameters. If cropping is desired, the proportion should be clearly indicated on an overlay accompanying the transparency. The price of the next larger standard size will apply.

Kodachrome transparencies, from which Kotavachrome Professional Prints are ordered, will be handled with great care while in our possession. If the transparencies are damaged or lost by us or any associate company, they will be replaced with unexposed Kodachrome film. Except for such replacement, Kodachrome transparencies will be accepted for making prints without warranty, guarantee or other liability of any kind. The dyes used in Kotavachrome Professional Prints, like other dyes, may, in time, change. These prints, therefore, will not be replaced or otherwise warranted against change in color.

EASTMAN KODAK COMPANY

### SIZES AND PRICES

Size	First Print	Additional* Prints	Size	First Print	Additional* Prints
8x10**	\$12.00	\$ 6.00	18x22†	\$39.00	\$22.50
11x14**	17.50	9.50	20x24†	45.00	27.00
14x17**	25.00	14.00	24x30†	66.00	40.00
16x20†	33.00	18.50	30x40††	90.00	60.00

\*—From the same transparency as the first print, when ordered at the same time.

\*\*—trimmed size, including  $\frac{1}{8}$ -inch black border.

†—trimmed size, including  $\frac{1}{4}$ -inch black border.

††—no black border, maximum picture area, 30" x 39 $\frac{1}{2}$ ".

Prices subject to change without notice.

Order through HIRSCH & KAYE

Mr. Brainerd, owner of the Art Craft Camera Shop, in Grants Pass, Oregon, visited us a few days ago. With him was his son, the owner of the Brainerd Studio & Camera Shop, in Medford, Oregon, who was accompanied by his bride.

\* \* \*

Mr. and Mrs. Du Pertuis of Merced were in San Francisco for a few days' rest and vacation.

From the State of Oregon, we welcomed Mr. and Mrs. Henry Clay Craig, who operate the Logan Studio at Marshfield, Oregon. Although Mrs. Craig is not a total stranger to San Francisco, Mr. Craig enjoyed his first visit to our city.

\* \* \*

Kenneth Kuroko of Sacramento called on us during one of his infrequent visits to our city.

# THE NEW TAX LAW AND YOU

The much-discussed tax plan will probably be effective and in operation by the time you receive this number of THE FOCUS. We have held over the publication of this number in order to give you the latest available information on a matter so vital to your business. With special reference to the photographic industry, it appears that taxes will be assessed on photographic apparatus defined as:

*"Cameras and lenses; unexposed photographic films (including motion picture films, but not including X-Ray films); photographic plates and sensitized paper, photographic apparatus and equipment; and any apparatus or equipment designed for use especially for the taking of photographs or motion pictures, or in the developing, printing, or enlarging of photographs or motion pictures."*

The 10% tax will be paid by the consumer. The actual manner of applying or invoicing this tax may vary in view of the hundreds of sources from which we obtain our supplies. It is likely that after a trial and error method, a standardized uniform method will be found. We hope so.

## Master Finishers Meet

PHOTO finishers and dealers in and around Pittsburgh are getting their heads together on the details of handling the 18th annual national convention of the Master Photo Finishers of America. Wm. Penn Hotel was designated months ago as the headquarters of this big photo meeting and exhibit and the dates are already well known to members and many others who keep track of photo doings.

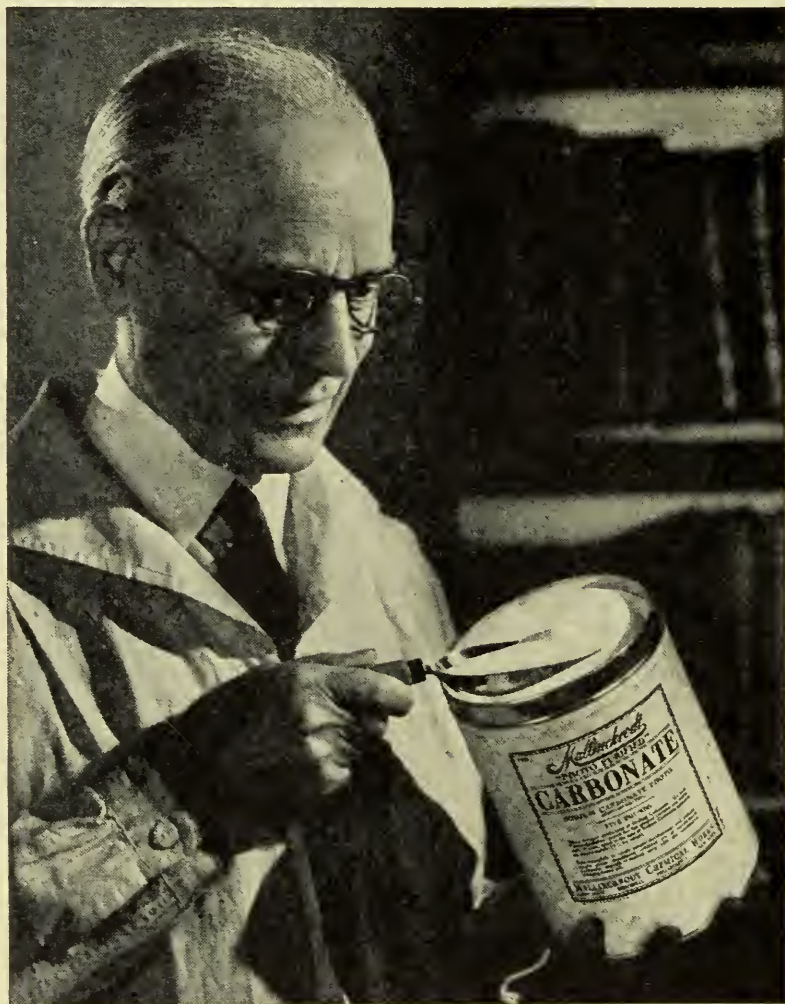
October 21-22-23-24 will see several hundreds of leading photo finishers and photo dealers gathered into a business-like convention to study the new developments in the business of finishing amateurs' pictures and helping them get real fun from their photographic equipment. Many new problems confront the industry and these will come in for their fair share of time and attention.

### *Whole Industry Invited*

Feeling that the organization desires to serve the whole industry in as many ways as possible, the Board of Directors have voted to extend a cordial welcome and invitation to every photo finisher and camera shop photo dealer to attend the Pittsburgh convention. This privilege will be extended without even a registration fee being charged, but is confined to actual photo firms and does not include the general public. Anyone engaged in the business or any of their employees with credentials or identification will be admitted to the Manufacturers' and Jobbers' Exhibits, any and all social events, and at least one of the business and lecture sessions.



# EXPERIENCE



Photography was in its infancy when Mallinckrodt began to make chemicals especially adapted to photographic use. For more than seventy years laboratory research and practical experimentation in the darkroom have combined to improve Mallinckrodt photo-chemicals to keep step with every advance in the photographic art.

Today there are more than 95 Mallinckrodt photographic chemicals to supply the photographer's every need. Specify Mallinckrodt for all of your chemical requirements.

**MALLINCKRODT CHEMICAL WORKS . . . MALLINCKRODT ST., ST. LOUIS, MO.  
74 GOLD ST., NEW YORK, N. Y. • CHICAGO • PHILADELPHIA • TORONTO • MONTREAL**



# Kodatrace

## (A Non-Sensitized Film Tracing Material)

THIS is a film material in which the matte surface has been incorporated in the base itself, thus making it highly satisfactory for work with either pencil or ink. The base is tinted a very light blue in order to cut down strong reflections.

It will normally be supplied in two standard rolls, 22 yards in length and either 36 inches or 42 inches wide. There are two thicknesses, the standard being .0045 inches, and heavy .0075 inches.

Every user of engineering drawing paper and unsensitized tracing cloth is a prospect for Kodatrace, and you should contact everyone in your territory doing drafting work and acquaint him with this material.

	Standard (.0045")	Heavy (.0075")
22 yd. x 36 in.....	\$13.35	\$22.00
22 yd. x 42 in.....	15.50	25.65

## Printer Price Revised

The following price for the Eastman Studio Printer Model 12 supersedes that extended on page 9 of the Professional Price List.

	Net	List
Eastman Studio Printer Model 12, with Adjustable Masking Device, electric cord and plug.....	\$206.67	\$310.00

This new price will apply to all orders accepted after August 14. Any printers shipped on orders received before that date will be billed at the former price of net, \$166.67—list, \$250.00. Prices on accessories for this printer remain unchanged.

## Timer Name Changed

The Eastman Interval Timer Model B, listed on page 33 of the Condensed Price List and on page 22 of the Professional Price List, will henceforth be known as Kodak Interval Timer.

This new timer is similar in all respects to the Eastman Interval Timer Model B except that the face of the timer has been altered somewhat to facilitate reading in the darkroom. It will be supplied at the same net and list prices as the previous model.



## No. 478 Snapshots-at-Night Assortment

CONTENTS:	Retail List Price
6 rolls XX127 Kodak Super-XX Film @ 30c.....	\$ 1.80
6 rolls XX120 Kodak Super-XX Film @ 35c.....	2.10
6 rolls XX620 Kodak Super-XX Film @ 35c.....	2.10
6 rolls XX116 Kodak Super-XX Film @ 40c.....	2.40
6 rolls XX616 Kodak Super-XX Film @ 40c.....	2.40
6 pairs Kodak Handy Reflectors and 6 Measures @ 20c.....	1.20
6 rolls V127 Kodak Verichrome Film @ 25c.....	1.50
12 rolls V120 Kodak Verichrome Film @ 30c.....	3.60
12 rolls V620 Kodak Verichrome Film @ 30c.....	3.60
12 rolls V116 Kodak Verichrome Film @ 35c.....	4.20
12 rolls V616 Kodak Verichrome Film @ 35c.....	4.20
	<hr/>
	\$29.10

## No. 479 Eastman Christmas Package

CONTENTS:	Retail List Price
1 Target Brownie Six-20 .....	\$2.65
1 Target Brownie Six-16 .....	3.00
2 Bullet Cameras @ \$2.00 .....	4.00
1 Kodak Duex .....	5.75
1 Six-20 Bull's Eye .....	2.75

*All our prices are subject to change without notice.*

Get set—now—for your biggest Fall and Christmas business in the Kodak Line. Advertising will be on the job throughout both these seasons.

## T. A. Dry Mounting Press

Custom built to give a lifetime of satisfactory service. Excellent engineering and construction in every detail.

Mounts prints up to 11 x 14 inches on standard 16 x 20-inch mounts in any position on the mount, in one operation. Larger prints in two operations. Smaller prints, of course.

Heavy duty heating element, scientifically designed, assures efficient, even distribution of heat to all parts of the pressure plate.

Automatic time switch controls amount of heat applied to the pressure plate . . . set it and forget it! Positive and safe . . . it works while you do other work!

Guaranteed to do a perfect job of dry mounting . . . it puts the print there to STAY.

Eye appeal to add to the attractiveness of your dark room.

Simple and easy to operate.

Light . . . portable. Weighs only nineteen pounds.

Complete with large, efficient tacking iron and detailed instructions.

Priced as low as is consistent with first-grade materials and workmanship.

*Tacking Iron*, a fitting accessory to the press, is made of solid copper, heavily chromium plated; it, too, is equipped with six feet of approved cord. The balanced element prevents any possibility of overheating, maintaining the tacking iron at the proper working temperature.

**Model S-3**.....\$24.95

*Terms if desired.*

## Engravers — Attention

FOR the use of photo engravers and photo lithographers who intend to make direct screen separation negatives on stripping film we are now offering Kodagraph Process Panchromatic Stripping Film Antihalation.

This is especially valuable in photo engraving where it is desired to make combinations and inserts in color work. The emulsion characteristics are very similar to Kodagraph Process Panchromatic Film, while the thin skin and temporary support are the same as for Kodalith Transparent Stripping Film. Prices are as follows:

### KODAGRAPH PROCESS PANCHROMATIC STRIPPING FILM ANTIHALATION

Size*	Two Dozen	1/2 Gross	Gross
5 x 7	\$ 2.95	.....	\$ 17.60
8 x 10	6.65	.....	39.70
8 1/2 x 11	7.80	.....	46.40
10 x 12	9.95	.....	59.55
11 x 14	12.80	.....	76.45
12 x 17	16.95	.....	101.20
12 x 18	17.90	.....	107.15
14 x 17	19.75	\$ 59.05	.....
16 x 20	26.45	79.35	.....
18 x 22	32.80	98.25	.....
20 x 24	39.70	119.05	.....

Size	(ROLLS)
100 ft. x 6 in.....	\$23.00
100 ft. x 9 1/2 in.....	35.85
100 ft. x 13 in.....	48.70
100 ft. x 19 in.....	70.70

\*Unlisted sizes up to 14 x 17, when purchased in gross lots (and over 14 x 17 in 1/2-gross lots), are billed in proportion to the next larger listed size in area.

The following schedule of prices for Kodalith Stripping Film Cement is now in effect.

### KODALITH STRIPPING FILM CEMENT

4 ounces .....	\$ .35
1 pint .....	.60
1 quart .....	1.00

### Harry L. Bernstein

Mr. Harry L. Bernstein, 49 years of age, Director of Sales of the Washbush Appliance Corporation, Brooklyn, N. Y., passed away suddenly September 5th. His death was unexpected and came while Mr. Bernstein was on a vacation trip at Tampa, Florida. He leaves his widow, two daughters and two sons, residing in Brooklyn, New York.

### Univex Film

Effective at once the price of Univex film is 13c list or 2 for 25c.

Dealers will find it to their advantage to order in quantities of 48 rolls, in order to obtain the lowest resale price, although the difference in price between minimum orders and orders for 48 is only three-quarters of a cent a roll.



# Sussman Mounts

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—  
Serrated Edge Underlay—Slip-in Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	List Price per 100
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 6.75
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	8.50
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	10.00
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	11.50
8x10	10 x13 <sup>1</sup> / <sub>2</sub>	19.50
10x8	12 <sup>1</sup> / <sub>2</sub> x11	20.00

### KELSEY

3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 5.00
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	6.25
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	8.00
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	9.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6  
and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.25
4 x 6	7 x10 <sup>5</sup> / <sub>8</sub>	10.00
5 x 7	8 x11 <sup>3</sup> / <sub>4</sub>	11.00
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.50
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x12 <sup>1</sup> / <sub>2</sub>	13.75
8 x10	10 <sup>3</sup> / <sub>4</sub> x14	16.00
10 x 8 Group	13 x11 <sup>5</sup> / <sub>8</sub>	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

*“Sussman Mounts Are Paramount”*

# Sussman Mounts

## Talmage Folders

Beauticoat Duplex Cover Stock  
Buff or White Shades

White or Buff Antique Stock Insert  
Deckle-Edge Cover

Slip-in Style

The outer surface of the cover is coated in a new fashion, the inside surface being rough antique to correspond with the antique insert stock. A platinum ink design on the cover enhances its attractiveness. The insert design, a double line effect, pleasingly frames your portraits. The insert design also features a plate sinking to lend it further distinction.

Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
*3 x 5	5½ x 8	7.75
*4 x 6	6½ x 9¼	9.50
*5 x 7	7¼ x 10	11.00
7 x 5 Group	9⅛ x 8⅛	11.50
6½ x 8½	9¼ x 12½	14.25
8 x 10	10¾ x 14	16.75
10 x 8 Group	13 x 11½	16.75

\*In stock. Other sizes to order.

Boxed in 100's—3x4, 3x5 and 4x6  
50's all other sizes.



## Fargo Easels

Silver and Black Design

Gray Shade Only  
Slip-in Style

Coated Duplex Cover Stock, Coated Insert Stock  
Serrated Edge Underlay



A distinctive easel in modern design, typical of Sussman leadership in the Mounting field. It's moderately priced and the sizes will take care of all principal requirements for the easel style.

Print Size	Outside Size	Price per 100
3 x 4	4¾ x 6⅞	\$ 7.00
*3 x 5	4¾ x 6⅞	7.00
*4 x 6	5⅞ x 8⅞	9.00
*5 x 7	6¾ x 9½	10.25
7 x 5 Group	8⅞ x 7⅞	12.50
6½ x 8½	9½ x 12½	16.50
8 x 10	10 x 13½	19.50
10 x 8 Group	12½ x 11	20.00

\*In stock. Other sizes to order.

Boxed in 100's—3x4 and 3x5  
Boxed in 50's—4x6, 5x7 and 7x5 gr.  
Boxed in 25's—6½ x 8½, 8x10 and 10x8 gr.

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

*“Sussman Mounts Are Paramount”*



# The Graflex Flash Synchronizer

**THE PRODUCT:** A truly dependable synchronizer for all standard flash lamps, usable with ordinary flashlight cells and maintaining synchronism under wide variations in battery condition.

## FEATURES: *General*

Designed for Supermatic and similar between-the-lens shutters.

Permanent mounting of release on Anniversary Speed Graphics.

Rugged construction.

Pleasing design.

## *Electrical System*

Balanced electro-mechanical system. Precision manufacture and extremely smooth operation of all moving parts.

Inertia-type, solenoid-operated release allowing wide fluctuations in battery strength without effect on accuracy of synchronization.

## *Battery Case*

Reversible for mounting on either side of camera, adjustable vertically, and rotatable.

Easily opened for the infrequent change of cells.

Quick-acting, lever-operated camlock for rigid attachment to camera.

Built-in focusing spotlight.

Parallel outlets for multiple-flash (2 for connecting cord and 1 for standard household plug).

Series outlet for focal-plane synchronization or remote-control, combined with a safety switch.

Silver contacts in all important connections.

## *Reflectors*

7", adjustable, for medium-base lamps.

5", for miniature bayonet-base lamps.

Both self-centering and self-locking, with ejectors for hot lamps.

## *Accessories*

17" and 36" release connecting-cords.

Focal-plane connecting-cord.

Remote-control with 15-foot cord.

**THE PRICE:** *Graflex Flash Synchronizer*, including battery case, reflector, solenoid release and connecting cord:

No. 25 and No. 27 (2-cell sizes)

\$28.50

No. 35 and No. 37 (3-cell sizes)

\$29.50

*Graflex Flashing Units* (for focal plane use):

No. 25F & No. 27 F (2-cell sizes)

\$18.50

No. 35F & No. 37F (3-cell sizes)

\$19.50

The solenoid release is so compact that its mounting on the lens-boards of the 3¼ x 4¼ and 4 x 5 Anniversary Speed Graphics is permanent, and it is only necessary to detach the connecting cord from the release when the camera is to be closed. There are special mounts for other models and sizes of Speed Graphic cameras that make it instantly detachable. The handsome battery case has a new type of lever-operated clamp that locks it on the camera instantly and so firmly that it can safely be used as a carrying handle. The battery case is adjustable vertically within a range of 2½", and may be rotated in its mount for attachment to either side of the camera. A short turn frees the lower section for the infrequent replacement of cells.

The slide-switch of the *focusing spotlight* is conveniently located next to the main switch, under the thumb. This spotlight has three functions:

(1) it projects a spot of light for easy focusing in the dark;

(2) it helps in the use of view-finder at night; and

(3) its brightness indicates the approximate condition of the cells.

Delivery scheduled for September.

# Full Color Prints From 35 mm. and Bantam Size Kodachrome Transparencies

KODAK Minicolor Prints are enlarged from either 35 mm. or Bantam size Kodachrome transparencies by a standardized process in the Kodak Laboratories in Rochester. They are made only from Kodachromes in 2 x 2-inch mounts with the standard central openings. Enlargements are available in two sizes. The "2X" size is about  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. On these the corners are rounded and there are no margins. The larger size "5X" affords a print  $5\frac{3}{8} \times 7\frac{4}{5}$  inches, and prints are returned in mounts—for horizontals  $8\frac{3}{8} \times 10\frac{1}{4}$  inches and for verticals  $8\frac{3}{8} \times 11\frac{9}{16}$  inches; the picture opening, or area, measuring  $5 \times 7\frac{1}{2}$  inches.

The quality of the Minicolor print naturally depends on the quality of the Kodachrome transparency from which it is made. A good, properly exposed transparency which will project well, should yield a good color print. Kodak Minicolor Prints contain dyes which, in common with those used in printers' inks and artists' paints, and other similar materials, may, in time, according to the Eastman Kodak Company, change. These prints, therefore, will not be replaced or otherwise warranted against any change in color. The dyes used in Kodak Minicolor Prints are stated by Eastman Kodak Company to be as stable as possible consistent with their other requirements. It is important that the prints should not be exposed for long to direct sunlight. When they are used for display they should be shielded from the direct rays of the sun.

The "feel" of a Kodak Minicolor Print, particularly in the smaller size, is that of an unusually fine playing card, strong, attractive, and resilient. The print support, or base, however, is not paper or card, but pigmented cellulose acetate.

The smaller size will make attractive miniatures for use in desk frames. A Minicolor section can be created for a photographic album or they may be mounted on personal Christmas or greeting cards. For those who like to show friends, here and there, examples of their skill in color photography, the "2X" Minicolor prints fit nicely into pocket billfolds or memo books. For protection Minicolor prints are doubly varnished.

Just as many uses will be found for the larger "5X" prints, but one immediately sees that they will be a means of beautifying the home when framed and hung, or used in easel-type mountings.

The "2X",  $2\frac{1}{4} \times 3\frac{1}{4}$ -inch Minicolor prints are 75 cents each, and the larger "5X" size, \$3.50, including mounts.

Kodak Minicolor Prints will be available through HIRSCH & KAYE.



## The Status of Wholesale Orders

THE photographic industry has expanded during the past six years at a rate which is probably more rapid and more extensive than any other line. While a good stock a few years ago would be numbered by a few hundred items, there are thousands of items available today. There is much duplication in equipment and accessories of any common nature. The result is that camera store owners no longer group their requirements of various nature, but send numerous orders as fast as their need becomes evident. The result to us has been a steadily increasing number of transactions to be handled each day with a corresponding lower invoice value for these transactions.

In order to be able to continue to extend wholesale discounts in the face of this condition and other conditions with which we are all familiar, we find it necessary to establish a minimum for so-called wholesale orders. We further find that on a minimum order of \$3.00 net, we just break even in handling costs and even then such orders are handled without profit.

**Hereafter, orders received from camera store owners for less than \$3.00 net, will be billed at list price without discount and promptly filled according to market conditions or, if we were so instructed, will hold these less than minimum orders until additional items were specified to attain the minimum amount. In that event, regular wholesale (resale) prices will prevail.**

There are so many items of popular nature that can be included that once the situation is understood, our customers will be able easily to qualify for wholesale prices quoted on minimum orders. The advantage to our customer is that at the end of the month there will be fewer invoices and bookkeeping entries for him to handle in addition to a further economy in transportation.

This ruling does not apply to orders received from photo finishers, or commercial or portrait photographers for their own use. We further mention that "padding" orders with items which have been unavailable for some time and not readily available in the near future will not be considered as part of a minimum order. The justice of the exception will be obvious.

HIRSCH & KAYE.

**K**ODAGRAPH CONTRAST PROCESS ORTHO PLATES ANTI-HALATION are new plates which have characteristics similar to Eastman Contrast Process Plates, which they replace. However, they differ from the former type in that they are Orthochromatic instead of Blue Sensitive.

They give sharper halftone dots and make fine-line negatives; in dot etching, a harder and denser small shadow dot can be obtained; and they are considerably faster. They will be supplied in the same sizes and at the same prices as Eastman Contrast Process Plates Antihalation listed in the Graphic Arts Price List.

These new plates replace Eastman Contrast Process Plates, which are hereby discontinued.

# Eastman Industrial No-Screen X-Ray Film

(Code 5135)

# Eastman Fine-Grain X-Ray Film

(Code 5141)

**E**ASTMAN INDUSTRIAL NO-SCREEN X-RAY FILM is coated with an emulsion of the highest possible sensitivity and is designed for use without calcium tungstate intensifying screens, although lead foil screens may be used to radiograph steel up to  $1\frac{1}{2}$  inches in thickness at 200 Kv.P. and up to 3 inches in thickness at 400 Kv.P. The radiographs obtained by this method are considerably sharper than those obtained with calcium tungstate screens, and the increased sensitivity of the new film enables direct radiographs to be made with a minimum increase in exposure. This film is recommended for gamma radiography (radium), where its high sensitivity (it is approximately three times as fast to gamma rays as the regular EASTMAN NO-SCREEN X-RAY FILM, code 5133) and contrast are of utmost importance.

EASTMAN FINE-GRAIN X-RAY FILM, as its name indicates, is a very fine-grain film intended for industrial radiography, where grain size must be at a minimum consistent with reasonable speed. It is particularly suitable for radiography of aluminum alloy castings, recording inter-crystalline porosity, x-ray crystallography, and for all work where fine detail must be recorded. Its sensitivity is approximately one-sixth that of the regular EASTMAN NO-SCREEN X-RAY FILM (code 5133), and it is not intended for use with calcium tungstate intensifying screens, as the fine-grain advantages of the film would then be lost. It may, however, be used with lead foil screens.

EASTMAN INDUSTRIAL NO-SCREEN X-RAY FILM (code 5135) and EASTMAN FINE-GRAIN X-RAY FILM (code 5141) will be furnished in all standard industrial sizes, as well as in all standard medical sizes listed in the Price List of Eastman X-ray Materials, at the same prices as EASTMAN BLUE BRAND ULTRA-SPEED X-RAY FILM.

Since these new films are designed to produce the best results at the high kilovoltages generally employed in industrial radiography, they are not recommended for medical use. The rapidly increasing use of radiography for the non-destructive testing of opaque materials and assemblies has led to a need for sensitive materials made specifically for industrial as opposed to medical radiography.

*Distributed by HIRSCH & KAYE*



# Thank You, Mr. Nelson

*We are indebted to Arthur Nelson, Reedley, for the following contribution to THE FOCUS. Mr. Nelson writes as follows:*

Commercial photography has been our most profitable division. We have used the enclosed mimeograph form to advantage for a number of years. The portion indicated "A" is filled out at the time the telephone or personal contact is made. "B" is filled out as the order progresses. We find the "A" section gives the cameraman a more intelligent idea of what is expected, where to go, what to do and when. Perhaps some other struggling brother photographer will find something of value in this idea.

## "A"

This is:	'Phone	
	Date	1941.
Reedley   Orange Cove   Dinuba   Orosi   Kingsburg   Selma   Sanger		
NAME:	Mileage.....Mi.	
(who is to be responsible for bill)	He transports you.	
Address:	?	Exterior?
	T	
Subject:	i A.M.	Interior?
	m	
Location:	e	Flash-
	? P.M.	light?
Size:		
p.c.	4x5	5x7
		6 1/2x8 1/2
		8x10
		11x14
	Unmounted?	Mounted?
How Quick?	48 or 24 hours.	Sun. Hol. or O. T.?
First View will cost \$	Additional Prints	c each
Camera chg. \$	payable in advance; SUR. of NEG. \$	addit'l.
How long will it take?	1/2 hour or longer?	
	Color Filters required?	
Group   Wedding   Funeral   House   Plant   Machy.   Accident   Animals		

“B”

# ESTIMATE TAG

Est. 1919

COMMERCIAL PHOTO SHOP  
NELSON STUDIO  
REEDLEY, CALIF.

Phones:  
Of. 1462  
Res. 85-Y

Date:

NAME .....

	5x7			
For making 1st Photo size	6 1/2 x 8 1/2	.	.	\$
	8x10			
.....Additional Views @	\$	ea.	.	\$
.....Additional Prints @		c ea.	.	\$
Mileage.....Miles @	10c per mile	.	.	\$
Artificial Light	Bulbs @	c	.	\$
Retouching, Etching, Blocking	.	.	.	\$
Lettering, Enlarging, Toning	.	.	.	\$
Coloring, Hinging, Backing	.	.	.	\$
Mounting, Framing	.	.	.	\$
Use of Color or Polarizing Screens	.	.	.	\$
Service charge for completed work within 24 hours				\$
Service charge, Sunday work, holidays, or after				
7 p.m.	.	.	.	\$
Surrender of Negatives	.	.	.	\$
(1/2 charge for making negs.)	.	.	.	\$
Additional time beyond 1/2 hour allotted				
each negative	.	.	.	\$
				<hr/>
		Total		\$
Plus 3% Sales Tax	.	.	.	\$
				<hr/>
Less Camera Chg. Payable in Advance	.	.		\$
				<hr/>
		Balance Due		\$

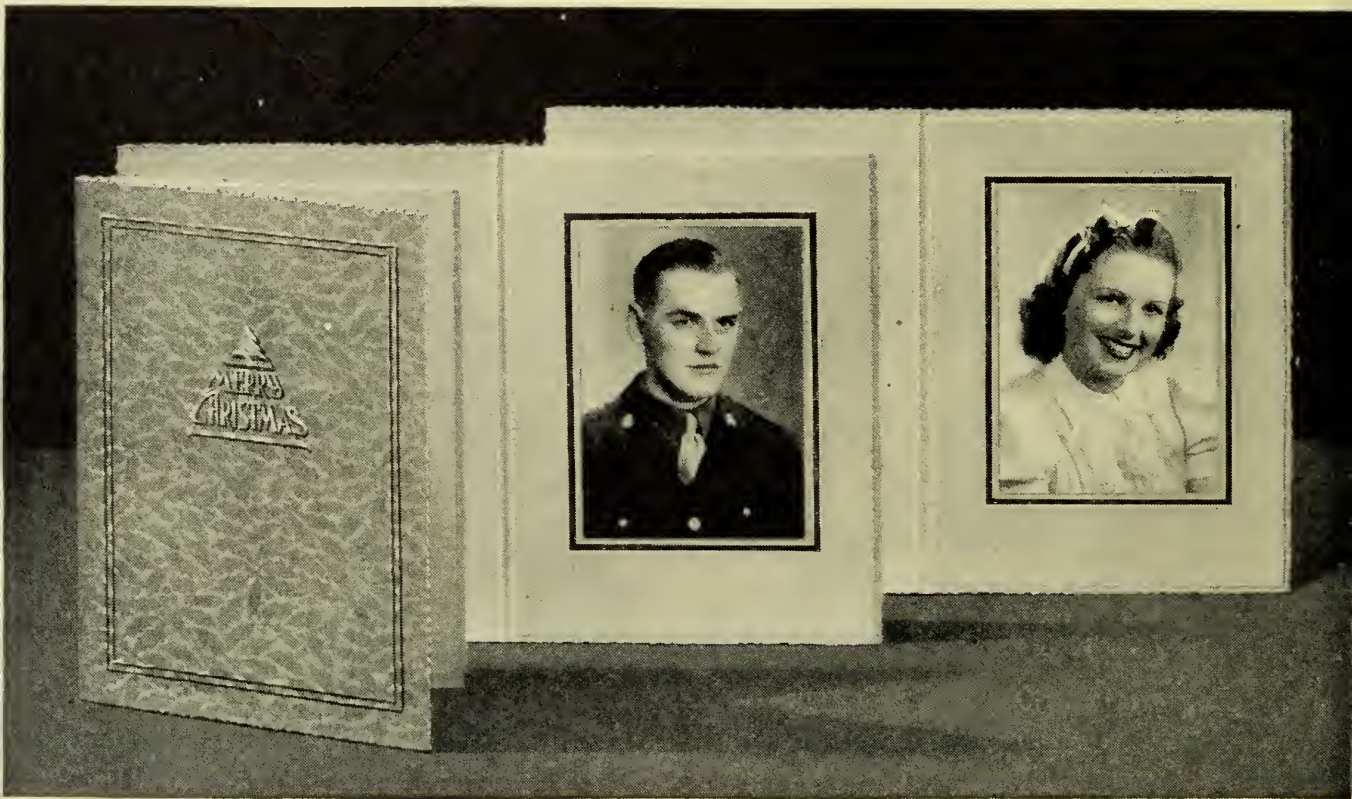
(NOTE: Both forms are contained on one sheet of 8x11 paper.)



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*A Holiday Specialty . . .*



## CHRISTMAS FOLDER

(For 3 x 4 Prints)

Include this style when planning your Christmas sales campaign for the portrait business from the soldiers, their families and friends.

*Now available through your stockhouse.*

### EASTMAN KODAK COMPANY

TAPRELL LOOMIS DIVISION

CHICAGO, ILLINOIS

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# Jerry's Corner

I was waiting for a street car when I saw a lot of magazines on a rack in front of a store. There were all kinds, and as I looked at the titles I found I was reading a story.

I think it was on a "FRIDAY." The "ARCHITECT AND ENGINEER" was supervising the "POPULAR MECHANICS," who were driving the "SATURDAY EVENING POST" for the foundation of the "HOUSE BEAUTIFUL." It is considered "SMART" to do "GOOD HOUSEKEEPING" in the "BETTER HOMES AND GARDENS," in "TOWN AND COUNTRY" "HOUSE AND GARDENS." With all that, there should be "COSMOPOLITAN" air about the place.

Nearby were some "COUNTRY GENTLEMEN," "WHO" had been reading in "MCCALLS" or the "SCREEN ALBUM" about the "SCREEN ROMANCES" of the "MOVIE STARS" in "SCREENLAND." So they thought they'd like to have some "FILM FUN" and "MODERN ROMANCES." And who should come along, but a certain "MADEMOISELLE," who was tired of staying with "THE WOMEN" of "THE FAMILY CIRCLE," who were busy reading "ESQUIRE." She wanted "LIFE" without "PHYSICAL CULTURE." Her father was an "ARGONAUT," who had made his money in the "COLLIERS" of Wales, where he had a title like a "CORONET," or something. He came to "THE COAST" because a "NATION" in "ASIA" was on the "SPOT," which made his "BUSINESS WEEK." Day after day, was the "NEWS WEEK," but he had planned for the "FUTURE." His investments were not just "NATIONAL GEOGRAPHIC" but world wide. His Russian business was entered in the "RED BOOK." Now he has his "MOTOR" and "YACHTING" and can enjoy "SAN FRANCISCO LIFE."

Anyhow, they gave one "LOOK" and decided she had "IT." Not that they would take "LIBERTY" with her at any "TIME," but she had "YOUTH" and "GLAMOUR." She probably went to the "MOVIES" and knew something about "SCREEN LIFE" in "HOLLYWOOD." One of the men said, In your "WESTERN SHORTS" which I see you "PIC" at "HARPER'S BAZAAR," which is the "VOGUE," "YOUR CHARM" is your "FORTUNE." "OUTDOOR LIFE" seems to "CLICK" with "YOU."

At first she wanted to "LAFF" at these "FAMOUS FUNNIES," but knowing she'd find no "TRUE CONFESIONS" in the "BRIDE'S MAGAZINE," or "LADIES' HOME JOURNAL," or any "AMERICAN BOOK," she decided to have some "FILM FUN."

Now one of these men was a "TRUE DETECTIVE" and a "SCREEN GUIDE." Besides his "POLICE GAZETTE," he usually carried a "SAVAGE" rifle, in true "WESTERN" style. This time he had a "CAMERA," I think the "US CAMERA," because he was up on his "PHOTO TECHNIQUE" and "POPULAR PHOTOGRAPHY." So he suggested they make a "MOTION PICTURE" of "MOVIE LIFE," with a "MOVIE STORY" for the "SILVER SCREEN." At this suggestion, she was so excited her heart almost stopped at the "DOWNBEAT," but soon was as regular as a "METRONOME." They found their story in the "RADIO ALBUM" and for make-up they used the "RADIO MIRROR."

Now I hope my "READER'S DIGEST" this.

JERRY.



## A. K. DILDILIAN

*Complete Art and  
Negative Alteration  
Service*



339 NORIEGA ST. SAN FRANCISCO  
OVERLAND 6820

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## FOR SALE

Southern California studio in city of 12,000, serving 70,000. For sale only because of death of owner.

Box 2457 THE FOCUS

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600.00 cash.

Box 2456 THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best by test.*

## STUDIO FOR SALE

Well equipped for commercial and portrait work. Owner will sell because of military service. Price open to negotiation.

Box No. 2455 THE FOCUS

## Paper Safe

The original announcement of the Paper Safe brought many responses, and from the number of safes sold, we were convinced that many photographers have ordered this useful accessory. We again remind our readers that the Paper Safe is large enough to contain 8 x 10 paper and it is most convenient in use. The price is only 50c.

## Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

**Cooke Wide Angle Primoplane Lens**, in barrel, 4", F6.5.

Bargain Price .....\$27.50

**Gundlach Ultrastigmat**, in barrel, 2", F1.9.

Bargain Price .....\$15.00

**AnSCO Anastigmat** in Optimo shutter, 7½", F6.3.

Bargain Price .....\$10.50

**Carl Zeiss Tessar**, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

**Hugo Meyer Kinoplasmat**, in barrel, 2", F1.5.

Bargain Price .....\$45.00

**Graf Variable Anastigmat**, in barrel, 8½", 9½", F3.8 and F4.5.

Bargain Price .....\$49.50

**Goerz Dagor**, Acme shutter, 5", F6.8.

Bargain Price .....\$41.50

**Kodak Anastigmat**, ball-bearing shutter, 6⅝", F7.7.

Bargain Price .....\$7.50

**B. & L. Wide Angle Protar**, in barrel, cover 4¼x6½.

Bargain Price .....\$17.50

**Wollensak Velostigmat**, in barrel, 7", F6.3.

Bargain Price .....\$13.50

**Barre Rapid Portrait**, F5—5" to 6", in barrel.

Bargain Price .....\$4.95

**10" Darlot Lens**, in barrel.

Bargain Price .....\$4.95

**5x7 Wollensak Series A Portrait F5 Studio Shutter**.

Bargain Price .....\$12.95

**25" F6.3 "Barrel" Voightlander**, 1—water house stop.

Bargain Price .....\$12.95

**6½x8½ Cephaloscope**, 11½", F5, in barrel.

Bargain Price .....\$9.95

**Carl Zeiss Protar**, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price .....\$27.00

**Steinheil Orthostigmat Lens**, in barrel, 11", F6.8.

Bargain Price .....\$75.00

**Taylor Hobson Cooke**, in barrel, 6½", F2.5.

Bargain Price .....\$82.50

**Taylor Hobson Cooke Anastigmat**, in barrel, 6¼", F3.5.

Bargain Price .....\$47.50

**Bausch & Lomb Plastigmat**, in Betax shutter, 5x7, F6.3.

Bargain Price .....\$15.50

**Bausch & Lomb 1c Tessar**, in Ilex Universal shutter, 2¼x3¼, F4.5.

Bargain Price .....\$19.50



# Bargains

**Mergon Cold Enlarging Light.** Needs no condensers. For use with 6½ x 8½ negatives or smaller.

**Bargain Price** .....\$16.50

**5 x 7 Graflex Film Magazine** in fine condition.

**Bargain Price** .....\$14.50

**Eastman Studio Scale**, like new.

**Bargain Price** .....\$3.25

**Pako A Printer** with foot pedal and paper cabinet. Fine condition.

**Bargain Price** .....\$72.00

**2½" Pola Screen**, Type I, with screen holder and lens hood. Like new.

**Bargain Price** .....\$12.50

**Elkay Water Filter**, fits the faucet.

**Bargain Price** .....\$2.50

**Kodascope**, 8 mm. Model 50, uses 300-watt lamp in case. Fine condition.

**Bargain Price** .....\$27.50

## BARGAIN MAILERS

We offer the following assortment of Handy Safety Mailers at the unusually low price of one cent each. These are single thickness, corrugated board mailers which are not acceptable by the post office department for mailing photographs. They are acceptable for mailing souvenir postcards and prints and all forms of printing. We offer them for these purposes and as backing for frames or for over the counter delivery purposes.

123.... 4½x 7      136.... 7½x 9½  
137.... 7¼x11¼      234.... 5½x11½

The low price of ONE CENT EACH is quoted on orders for minimum quantities of one hundred, which may be assorted as to size.

**Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.

**Bargain Price** .....\$49.50

**Sunray No. 40 Studio Lamp**, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

**Bargain Price** .....\$37.50

**10 x 12 x 5 Sterling White Enamel Hypo Tank.** Perfect condition.

**Bargain Price** .....\$4.75

**Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.

**Bargain Price** .....\$44.50

**Mendelsohn Universal Synchronizer**, in good condition.

**Bargain Price** .....\$14.50

**9½ x 17½ x 42" Stoneware Tank** without bottle drain.

**Bargain Price** .....\$12.50

**9½ x 17½ x 42" Stoneware** with top and bottom outlet.

**Bargain Price** .....\$15.00

**5 gallon clear glass demijohn bottles.**

**Bargain Price** .....75c each

**Two Wire Posing Stools**, each one foot high.

**Bargain Price** .....95c each

**8 x 10 Eastman 2D View Camera** with 29" Bellows, carrying case, and one film holder.

**Bargain Price** .....\$45.00

**"The Complete Press Photographer,"** by Bell, with many illustrations of valuable, newsy subjects.

**Bargain Price** .....\$1.25

**4 x 5 to 3¼ x 4 lantern-size Wood Reducing Kits.**

**Bargain Price** .....15c each

# Bargains

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

Copy "Natural Color Processes," by Carleton E. Dunne. Color separation negatives, Chromatone process, Dufay color, Agfa color, and many other processes. 5½"x8", cloth bound.

**Bargain Price** .....\$1.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Sodium Sulphite Champlin** in 5-lb. amber glass bottles with large opening and screw top.

**Bargain Price** .....90c each

**Emerson DC Motor**, 1/20 H.P., 1750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Cooper Hewitt M Tube Outfit** for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**Folmer 8 x 10 Home Portrait Camera.** 20" red leather bellows, 4 holders in leather case.

**Bargain Price** .....\$34.50

**Pako Electrogloss Dryer.** Electric heated with 110 volt A.C. motor. There won't be many bargains like this!

**Bargain Price** .....\$210.00

**Mole Richardson Professional Studio Lamps** on 6-ft. roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½ x 20. Complete with necessary adjustments.

**Bargain Price**.....\$18.50 each

**3¼x4¼ Graflex Camera**, with F2.5, 6½" Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**Vakagraph Border Printer** complete with masks.

**Bargain Price** .....\$49.50

**Eastman Koda Printer** with F3.5 lens. Here is your chance to have a bargain in an Oversize Printer.

**Bargain Price** .....\$85.00

**Brunner Table Model Glossy Print Dryer.** Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110 volt A. C. motor.

**Bargain Price** .....\$98.50

Copy of "Pictorial Landscape Photography." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

**Bargain Price** .....\$1.95



# Bargains

**8 x 10 Wratten Safelite Lamp No. 1.**

**Bargain Price** .....\$7.50

**Cirkut Print Frame.** Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**B & H Ground Glass Motion Picture Screen, 40½ x 30½.** Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**Sterling Commercial Water Jacket** for 8 x 10 individual tanks.

**Bargain Price** .....\$9.50

**5 x 7 Dallon Developing Tanks,** with capacity of 6 films each.

**Bargain Price** .....\$6.50

**Stoneware Tank, 10¾" long, 7¾" wide, 10⅛" deep**—irregular in shape.

**Bargain Price** .....\$6.50

**H. & K. Focusing Cloth, 36 x 48.**

**Bargain Price** .....75c each

**Art Reaves Twin Reflector Outfit,** with 12-ft. aluminum stand. Two 11" adjustable reflectors or cross bar. Designed for No. 1 or No. 2 flood lamps.

**Bargain Price** .....\$24.50

**Sunray No. 10 Jr. Lamp,** on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Omega A Enlarger** for 35 mm. film, with double condensers, no lens. In fine condition.

**Bargain Price** .....\$32.50

**Haloette Attachment** for Eastman Autofocus Enlarger, with complete instructions — permits you to obtain white backgrounds on the print.

**Bargain Price** .....\$10.00

**Crown Printer, 11 x 14,** with foot pedal and ground glass. Eight lamp sockets and pilot.

**Bargain Price** .....\$39.50

**2¼ x 3¼ Graphic Film Holders** in condition like new.

**Bargain Price** .....\$2.00 each

**8 x 10 to 5 x 7 Reducing Back** for Ansco Universal View camera. Like new.

**Bargain Price** .....\$11.95

**3¼ x 4¼, 18 Septum, Graflex Film magazine** in condition like new.

**Bargain Price** .....\$15.50

**Portable Fluorescent Lamp** in case with handle, 25" high, 31" long, 6" thick. Has 8 tubes, 23" long, using 20 watts each. Case nickel finished in black linene.

**Bargain Price** .....\$45.00

**Beattie Arc Hi Lite Spot Lamp,** on caster stand, so named because it can be raised to 8 feet. Requires no special wiring. Looks like new.

**Bargain Price** .....\$39.50

**Beattie Home Portrait Brite Lite Reflector** on folding stands with carrying case. Surface is covered with shimmery silver leaf.

**Bargain Price** .....\$18.50

**B & L 8 x 10 Projection Printer.** Automatic focusing. This is a border printer and designed with Cooper-Hewitt M 2 or can be remodeled by us with a number of smaller lamps. Requires a 7¾" lens, which is not furnished, nor is the Cooper-Hewitt lighting equipment, and is priced very low.

**Bargain Price** .....\$19.50

**Victor Flash Bags,** hanging type for use with powder bags and protected by treatment with a fire-retardent carrying case, and so wired that one or more bags can be used as a unit.

**Bargain Price** .....\$7.50 each

**5 x 12 Korona View Camera** with two film holders and case. Like new.

**Bargain Price** .....\$60.00



*For enlargements of sparkling  
brilliance—use*

# **KODABROMIDE**


(FORMERLY CALLED KODABROM)

Photographers prefer its rich blacks—its speed of development—and like its choice of thirteen attractive grades.

Eastman Kodak Company, Rochester, N. Y.







**IT'S YOUR  
BUSY  
SEASON..**

*Save Time... Avoid Inconvenience... Use*  
**KODAK PREPARED DEVELOPER POWDERS**

**J**UST add to water and stir. It's the quick, economical way to prepare correctly balanced developers without delaying plant production. Kodak Prepared Developer Powders save time and bother. No weighing of chemicals—no waste—no uncertainty. Accurately compounded from famous Kodak Tested Chemicals, of certain strength and purity, the powders are packed in sealed containers—are always fresh. Try them once, and you won't be without them again.

**These Packages Available for Commercial Use**

Kodalk Formula DK-60a to make 1, 3½, 10, and 48 gallons

Kodalk Formula DK-60aTR to make 1 and 5 gallons

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Kodalk Formula DK-20 to make 1, 10, 38, and 48 gallons

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Formula D-72 to make 1, 5, and 25 gallons



*Specify* **KODAK TESTED CHEMICALS**

**EASTMAN KODAK COMPANY, Rochester, N. Y.**

THE  
**FOCUS**

*Published Monthly in the Interests of the  
Photographic Industry*

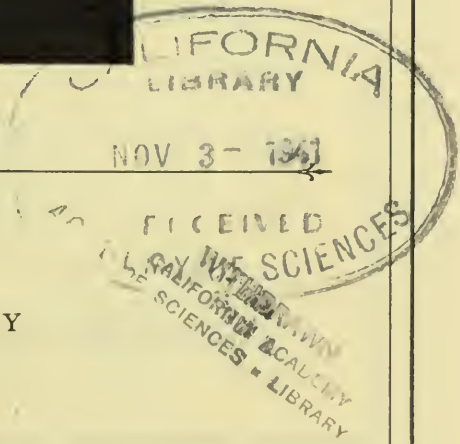
Vol. XVII

OCTOBER, 1941

No. 10



Published by  
**HIRSCH & KAYE, for JERRY**  
SAN FRANCISCO





# PENTAGON

## THE DEFENDER FIVE-FEATURE FILM

For Commercial, Portrait, Illustrative, Technical and Industrial Photography, and especially adaptable in Photographic Copying and Photomicrography—Defender Pentagon Film offers five outstanding points of superiority.

*These five features are—*

- 1** Disappearing anti-halation color-layer.
- 2** Fine grain retouchable back.
- 3** High sensitivity to all colors except red—(handles in ordinary red light).
- 4** Brilliant scale of gradation with daylight or incandescent.
- 5** Wide development latitude, enhanced by non-halation feature.

For trying photographic tasks, try Pentgon. Full information on request. At all Defender Dealers in the blue and yellow box.

*Defender*

DEFENDER PHOTO SUPPLY CO., INC. • ROCHESTER, N. Y.

# THE FOCUS



Prepared and Published  
Monthly

In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

OCTOBER, 1941

No. 10

## INTRODUCING—



J. G. BURNS . . .

J. G. Burns is a native of Idaho, Boise Valley, to be more specific. His parents migrated from Missouri to Idaho in a wagon train, which arrived about 1875. At that time his father was 21 and he then met a girl of 8. They married about eleven years later. He was born on his mother's father's 40th birthday.

He was raised on a farm, riding about 2½ miles to school on a very spirited pony. At the age of 10, his environment was changed by his father trading a portion of the farm for a general merchandise store, where he worked during spare time for the next eight years. While attending school he was often asked what he intended to be when he became a man and his answer was always the same—a lawyer.

He became chummy with a boy whose father had a novelty store, which resulted in his friend receiving a 4x5 plate camera, a tripod, and dark-room equipment. This came complete, with instructions, for \$4.95 wholesale! His mother had been a user of oil colors in painting scenic pictures, and when young Burns looked under the focusing cloth at the image in color on the ground glass of the camera, he then and there forgot about his ambition to be a lawyer.

We do not know if piggy banks were in use at that time, but in some unexplained manner he saved \$4.95 and bought an outfit similar to that of his friend.

At the age of 18 he attended the Illinois College of Photography and Photo Engraving at Effingham, Illinois. His first attention in some way was directed to photo engraving. In a few years he formed a partnership with one of the students he met at the college, where a business was launched to be operated in Denver. After three or four years he returned to Idaho to marry a schoolgirl sweetheart and to whom he gives full credit for the success of his studio. Mr. and Mrs. Burns completed the P. A. of A. Photographic Course at Winona Lake in 1927.

In 1939 they celebrated their 25th anniversary and the 20th year at their resident studio, which they designed and built at 1303 State Street, in Boise. A daughter, Fern Lucille, 25, and a boy, Stanley, 16, likewise are interested in photography and have attended the photographic course at the Art Center school in Los Angeles.

Mr. Burns would not change to another vocation if the choice were left to him. The family of four enjoy mutual interests. The hobbies of Mr. Burns are diversified. He enjoys producing 35 mm. Kodachrome stills or movies with his 16 mm. camera. He is equally content collecting butterflies, moths, and wild flowers.





# New Kodak Fluorescence Process

## Achieves Virtually Complete Color Correction In Photomechanical Reproduction Of Artists' Illustrations

THE new Kodak Fluorescence Process, just announced by the Eastman Kodak Company, will be of special interest to advertising managers, art directors, and publishers who desire to achieve virtually complete color correction in the photomechanical reproduction of postcards, calendar illustrations, fashion drawings, magazine illustrations, advertising matter . . . in fact, all types of illustration in color that are not photographic.

Requiring no additional technique or media in the preparation of drawings and sketches, and comparing favorably in price with the best water colors, the Kodak Fluorescent Water Colors used in this process have been treated to make them fluoresce brightly under ultra-violet light. A complete set of 18 colors, available in either one-quarter-ounce tubes or one-ounce jars, provides a sufficiently wide selection for all requirements, but includes only those which can be reproduced with the best four color printing inks. The bright fluorescence, which fully takes care of color correction, is invisible in ordinary light but makes a striking display when examined in a darkened place under fairly strong ultra-violet rays.

In the Kodak Process, when the separation negatives are made, this fluorescence is utilized to provide added density in the negatives requiring color correction. Furthermore, the colors are designed to render a satisfactory black printer with an infrared plate. Fluorescence has been so proportioned in the various colors that each bears the proper photographic relationship to the others.

Equipment for supplying the correct copyboard illumination to obtain accurate color separations is found in the Kodagraph Copyboard Hood. This unit excludes extraneous light and provides a means for filtering the light from single or double deck arc lamps. An adjustable slit to hold compensating filters in a variety of combinations makes it easy to arrive at the proper adjustment of the ultra-violet, blue-violet, and green light required to derive full benefit from the fluorescence. The same adjustment holds for both the "red" and yellow printers. The "blue" and black prints are made with the white light falling on the copy.

Not to be confused with any method for making drop-out highlights, the Kodak Fluorescence Process is designed for obtaining a greatly improved color rendition, with correction at the source rather than near the completion of color work, in considerably less time than is required with other processes.



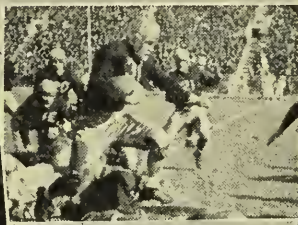
# ALL WITH THIS 1 LENS....



GROUP  
PHOTOS



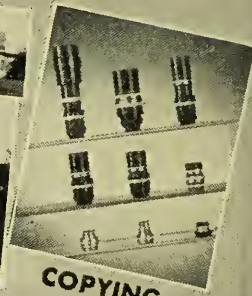
HOME PORTRAITS



ACTION SNAPS



ENLARGING



COPYING



WOLLENSAK SERIES II  
f4.5 VELOSTIGMAT

Leading photographers find the Wollensak Series II f4.5 Velostigmat one of the most versatile lenses. With this all-around high speed anastigmat your one camera virtually becomes five separate instruments. Compactness and true perspective for *home portraiture*. Flat field for *group photos*. Speed for *action shots*. And so fine optically that it is regularly used for *copying* and *enlarging*.

The Series II f4.5 is a modern lens designed to advance your artistry, help you get business.



## WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

# WOLLENSAK

WRITE FOR  
FREE BOOK

## TAXED? Mounts—No Frames—Yes

ACCORDING to information, which we believe will be accepted as final, photographic mounts, as used by photographers, are not included in the Excise tax interpretation. Neither are chemicals as used in photography, lithography, or photo engraving.

An entirely different situation prevails in the matter of metal frames. Section 2400 of the tax law, imposes a retail tax of 10 per cent of the price at which jewelry and certain materials are sold. In this group, we find clocks, timers, and all time measuring devices. It likewise includes frames, coated or plated with precious metals or imitation thereof. This means the photographer is placed in the position of tax collector for the Federal government, as well as the state, and is expected to submit a monthly sworn statement of sales, together with the amount of tax collected. Statement and remittance are sent to the Collector of Internal Revenue, for the district in which you live. In other words, you will have twelve additional contacts with the income tax man.

### You Pay a Tax on the Tax

According to a ruling made by the Attorney-General of California, the 3 per cent State Sales Tax is applied to the purchase price of commodities subject to the state tax. Since the Excise Tax is a part of the cost of the commodity, it being included by the manufacturer, the state tax will be applied to the already U. S. Government taxed article.

### Those Unusual Figures

Perhaps you have wondered why your invoices for paper show different schedules of discounts than formerly received. The discount is actually the same on the basis of dollars and cents as applied to the cost of the product before the Excise Tax was added.

## Approaching Rainy Season May Affect Quality of Your Work

THE first heavy rains of the season fall upon dry and dusty ground, with a result that springs, streams, and usual sources of water supply are discolored by the wash-off of the loose dirt, dust, or leaves and similar conditions. It will be sometime later before the run-off of rain water becomes clear. Meanwhile, you may be using this discolored water in your solutions.

Most photographers use ordinary tap water for photographic solutions and for washing purposes. Tap water normally contains impurities, which are often held responsible for many processing troubles. Actually, water impurities seldom are at fault. Nevertheless, it is worthwhile to know what the various water impurities are and how they can be eliminated if any one of them does cause trouble.

Dissolved salts, such as the bicarbonates, chlorides and sulphates of calcium, magnesium, sodium and potassium, if contained in excess, are sometimes troublesome. In some such cases, boiled, in others distilled water should be used.

Suspended matter, such as mud, iron rust, free sulphur and vegetable or animal matter will also settle out upon the boiling water. If a sludge persists in forming, even though boiled water is employed, it should be allowed to settle, and the clear liquid poured off before use.

These are only the most common water impurities. In certain localities others are found, which must be dealt with by special methods.

Put a Photo-Pure Water Filter on your faucet, and enjoy the use of clear water. A Photo-Pure Filter will deliver about two gallons filtered water a minute. The price of filter is \$3.50, and you can obtain a box of replacement discs for only 75c. This is a fine investment to help you obtain better pictures.



# The Yankee Adjustable Film Tank

Easy Loading Reel  
Split-Second Adjustment  
Takes 76" 35 m/m to No. 116

Husky Bakelite Construction  
Full Size—Full Weight  
No Metal Parts

The Yankee Adjustable Film Tank consists of four parts: tank, cover, adjustable reel, and agitator.

It is made of the finest quality Bakelite and is fully adjustable to take all popular sizes of roll film from 35 m/m up to No. 116 (2½x4¼). Absolutely light tight. The Yankee Adjustable Film Tank has been designed and tested by men of long experience in photography. It is ruggedly built for long service, and every precaution has been taken to make it America's best and most practical tank at any price.

Price—\$3.50

Yankee 35 m/m Tank—\$2.50

*Orders filled in rotation, as stock permits*

# Testor's Paper Cement

Instant Drying  
Transparent

Non-Wrinkling

Stainless

Temporary or Permanent Mounting

For Office, Studio and School Use

If you use or sell adhesives you should add Testor's Paper Cement to your stock. We do not claim for the product the qualities of other well known brands but do suggest the Testor product for popular price use. It has characteristics quite similar to more expensive adhesives.

No. 8 Paper Cement, 1 oz. tube (5c)	2 doz. display carton.....\$ .60 doz. list
No. 80 Paper Cement, 3 oz. tube (10c)	1.20 doz. list
No. 81 Paper Cement, 2 oz. jar with brush-in-cap	1.20 doz. list
No. 82 Paper Cement, ½ pt. jar with brush-in-cap	3.00 doz. list
No. 83 Paper Cement, Pint	4.80 doz. list
No. 84 Paper Cement, Quart	8.40 doz. list
No. 85 Paper Cement, Gallon	2.50 ea. list

Prices for resale quoted on application, if you will indicate the quantity you can distribute.

## Invoices

In recognition of the need of information with reference to prices, just as soon as possible, we will revise our invoicing method.

Sometime during November you will receive the first of the new type invoices which will enable us to more quickly price and figure the amount

of your purchase. In final analysis the invoice serves as a detailed list of purchases and prices to be checked against your statement which is the final indicator of the condition of your account.

Comment on the new system will be appreciated after it has been inaugurated.

## New Prices

### CAMERAS—Revere

#### Double 8—Model 88

With 12½ mm. F3.5 Universal Focus Lens .....	\$38.50
With 12½ mm. F3 B&L Lens	44.50
With 12½ mm. F2.5 Universal Focus Lens .....	52.50
With 12½ mm. F1.9 Focusing Mount Lens .....	72.50

#### Turret Camera Model 99

Complete with 3-lens turret, one F2.5, 12½ mm. Wollensak Velostigmat Lens and view finder .....	\$77.50
Revere Turret Model with F1.9 lens only .....	99.50

### REVERE CASES

No. 322—For Double 8 lined..	\$ 6.00
No. 322—For Double 8 lined.. (With compartments)	12.50

### PROJECTORS—Revere

#### Model 80

500-Watt Lamp, F1.6 lens....	\$75.00
------------------------------	---------

#### Model 85 De Lux

500-Watt, with case.....	89.50
Case only for projector.....	9.00

#### Perfex Turret 8 Camera

With F1.9 Woll. Lens.....	94.50
With F2.5 Woll. Lens.....	69.50
Case .....	7.50

### CAMERAS—Perfex

No. 55—With F3.5 Wollensak Lens .....	\$57.50
No. 55—With F2.8 Wollensak Lens .....	69.50
No. 22—With F3.5 Wollensak Lens .....	44.50
EverReady Case .....	6.00

### CAMERAS—Univex

Cinemaster, D8 F4.5	\$15.75	\$22.50
Cinemaster, E8 F3.5	24.94	33.25
Cinemaster, E8 F2.5	33.19	44.25
Cinemaster, E8 F1.9	50.06	66.75
Cinemaster, F8 F3.5	25.83	38.75

Cinemaster, F8 F2.5	\$33.17	\$49.75
Cinemaster, F8 F1.9	48.17	72.25
Exposition, C8 F5.6	9.67	14.50
Exposition, C8 F4.5	11.90	17.85
Exposition, C8 F3.5	16.08	24.00
Telephoto Lens F3.5, 1½"	29.40	42.00
Telephoto Lens F3.5, 1"	13.72	19.60

### CASES

Er for Exposition.....	\$1.58	\$2.25
Karryall Exposition .....	2.31	3.30
Cinemaster E.R. ....	2.77	3.95

### PROJECTORS—Univex

P-300 Projector AC with F2.7	\$20.75
P-300 Projector with Hilux F2	24.95
P-300 Projector with Hilux F1.65 .....	26.00
P-300 Projector, no lens.....	19.40
500-watt Projector .....	53.25
PU Projector AC-DC F2.7.....	23.50
PU Projector with Hilux F2....	27.75
PU Projector with Hilux F1.65	29.00
PU Projector, no lens.....	22.50

### PROJECTOR LENSES

Standard F2.7 Lens.....	\$1.35
Hi Lux F2 Lens .....	5.50
Hi Lux F1.65 Lens.....	4.69
500-watt proj. lens.....	8.40

### CASES

De Lux Case.....	\$4.45
500-watt .....	7.25

### LAMPS

Hi Intensity, for P300.....	\$ .70
Hi Intensity, for PU 300.....	2.20
For 500-watt proj.....	4.70

### FILM—Univex

100-S No. 100 Standard, Orange Box .....	\$ .77
100-UP No. 100 Ultrapan, Green Box .....	1.05
Processing extra—	\$.30 net.



# New Prices

## NEGA FILES

<b>Master</b> for 250 Mtd. 2x2 Slides..	\$3.45
<b>De Lux</b> for 100 Mtd. 2x2 Slides	4.95
<b>Midget</b> for 70 Mtd. 2x2 Slides	1.25
<b>Kodaslide</b> for 60 Mtd. 2x2 Slides .....	.65
<b>No. 35</b> —for 35 mm. 828-127....	1.45
Refills .....	1.05
Envelopes .....	.85
<b>No. 20</b> —for 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ .....	1.45
Refills .....	.95
Envelopes .....	.85
<b>No. 24</b> —for 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ —2 $\frac{1}{2}$ x4 $\frac{1}{4}$	1.50
Refills .....	.95
Envelopes .....	.85
<b>No. 22</b> —for Strips of 3-2 $\frac{1}{4}$ " or 4-2 $\frac{1}{2}$ " .....	1.75
Refills .....	1.30
Envelopes .....	1.05
<b>No. 16</b> —for up to 3 $\frac{1}{4}$ x5 $\frac{1}{2}$ .....	1.60
Refills .....	1.05
Envelopes .....	.90
<b>No. 45</b> —for 4x5 .....	1.75
Refills .....	1.35
Envelopes .....	1.05
<b>No. 57</b> —5x7 .....	2.10
Refills .....	1.65
Envelopes .....	1.35
<b>Negatubes</b> , each .....	.06
<b>No. 350</b> —for 100 rolls 35 mm.	7.95
<b>Manumatic</b> 2x2 Projector Without Bulb .....	46.50
Case for projector.....	8.50
<b>Arkay Dryer</b> .....	4.95
<b>Arkay Dryer</b> S10.....	11.00
<b>Arkay Dryer</b> S12.....	14.75
<b>Arkay Dryer</b> P14.....	17.00
<b>Arkay Dryer</b> P17.....	22.50
<b>Arkay Dryer</b> P20.....	37.00
<b>Arkay Dryer</b> P24.....	57.00

## TRAYS, Steel Enamel

<i>Plate Size</i>	
4x6 .....	\$ .55
5x7 .....	.70
7x9 .....	.95
8x10 .....	1.10
10x12 .....	1.40
11x14 .....	1.90
14x17 .....	3.10
16x20 .....	4.25
18x22 .....	8.10
20x24 .....	9.65
23x28 .....	11.65
<b>No. 170 Hypo Fix Bath Tray</b> 16x11 $\frac{1}{2}$ x5" .....	2.95
<b>Sterling Hypo Bath Tray</b>	
12x16x5 .....	12.75
16x20x6 .....	14.85
20x24x6 .....	19.10
20x30x6 .....	21.25

## Heavy-Duty Stainless Steel Trays

8x10 .....	3.30
11x14 .....	7.20
16x20 .....	20.00

## Glassteel Trays

4x6, Set of 3.....	1.25
5x7, Set of 3.....	1.55
8x10, Set of 3.....	2.35

## Steel Enamel Graduates

16 oz. ....	1.20
32 oz. ....	1.50

<b>Albert Easel</b> .....	13.75
<b>Trojan Easel</b> .....	9.90
<b>Viceroy Easel</b> .....	7.65
<b>Sharman Tripods</b> .....	8.95
<b>Sportsman Tripods</b> .....	5.25
With pan-tilt head.....	8.00
<b>Reflectors</b> , Victor—write for detailed printed list.	

**Chandler Trimmers**

Straight 6" Junior.....	\$ 1.75
Straight 6" Master.....	2.50
Straight 10".....	4.25
Deckle 6" Master.....	3.50
Deckle 10".....	8.00

**Watches—Sweepsecond**

Pocket .....	2.75
Federal Tax Retail.....	.27½
Wrist .....	4.50
Federal Tax Retail.....	.45

**Federal Enlargers**

No. 121—2¼x3¼ to 4x5 neg. F6.3 lens .....	22.50
No. 506—35 mm. to 2½x2½ neg. F8 lens.....	12.90
No. 219—35 mm. to 2¼x3¼ neg. F6.3 lens.....	26.50
No. 222—35 mm. to 2¼x3¼ neg. F4.5 lens.....	36.50
No. 331—35 mm. to 2¼x3¼ neg. F6.3 lens.....	40.50
No. 347—35 mm. to 2¼x3¼ neg. F4.5 lens.....	50.50
No. 250—35 mm. to 2¼x3¼ neg. F4.5 lens.....	56.90
De Jur Versatile 11 Enlarger....	67.50
De Jur Versatile 1 Enlarger....	94.50
For 3¼x4¼ or smaller.	
Versatile Professional.....	125.00

**F & R Enlarger**

No. 5 Table Model.....	46.75
No. 6 Tripod Model.....	59.50

**TRIPODS**

Royal Tripod Complete.....	18.50
Royal Tripod Only.....	11.50
Royal Tripod Case.....	3.25
Royal DeLux Tripod Complete	25.00
Royal DeLux Tripod Case.....	2.25
Foldex Tripod .....	9.35
Foldex Tripod Case.....	1.65
Royal Unipod .....	5.00
Albert Table Top Tripod.....	4.50
Royal Midget Tripod .....	3.00
Royal Tilt Head Only.....	8.25
Metal All-Metal Stand.....	15.00
<b>Gear Master Top .....</b>	<b>16.50</b>

**SUPERFLASH LAMPS**

Size	Lumens	To Case	List
0	25,000	140	\$.11
Spl. Press 25			.11
Spl. Press 40	40,000	120	.16
Spl. Press 50	50,000	120	.18
2	70,000	100	.22
2a	80,000	100	.23
3	140,000	60	.40
3X	110,000	100	.25
0B Sunlight	12,000	140	.16
40B Sunlight	18,000	120	.20
2B · Sun.		100	.25
3B · Sun.		100	.45
Blackout		100	.50

**Superflash Discounts  
(Fair Trade)**

**Retail, Press 25 & No. 0—Net**  
any quantity.  
Other sizes—less 6 lamps.....Net  
6 upward, less than case.....20%

**Wabash Super Flood Lamps**

No. 1—60 to case.....	\$ .15
No. 2—24 to case.....	.30
No. 4—24 to case.....	1.20
Super Flood Reflector Lamp.....	.85
B1 Dalite Blue, 60 to case.....	.30
B2 Dalite Blue, 24 to case.....	.60
B4 Dalite Blue, 24 to case.....	1.75
SS Infra Red .....	1.60
Reflector Super Flood.....	.85
Swivel Socket .....	.75

**Discount Schedule**

<b>Retail, 1 to 5 lamps.....</b>	<b>Net</b>
6 or more.....	20%
<b>F-R Hi-Spot with bulb.....</b>	<b>13.35</b>
Replacement Lamp .....	2.70
<b>Academy Spotlight, no bulb</b>	<b>8.95</b>
Lamp T-8 150-watt, D.C., Bayonet Base .....	1.40
<b>Snout for Academy Lamp Set</b>	<b>1.50</b>
Diffuser for Academy Lamp Set .....	.50



**EXPOSURE METERS**

<b>Phastron Electric A or B</b> .....	\$ 7.00
<b>Phastron C</b> .....	10.00
<b>General Electric</b> .....	22.25
Leather cases .....	1.50
<b>GM Meter</b> .....	9.75
Case .....	.75
<b>Weston Model 850, Cine or Univ.</b> .....	16.50
<b>Weston Model 715—Master</b> ..	25.50
<b>Weston Model 720—</b> Master Cine .....	25.50
(No quantity discounts during shortage)	
<b>De Jur Amsco</b>	
<b>"Critic" Model 40 Exposure Meter</b> .....	18.75
<b>"Critic" Cine Model 40C Exp. Meter</b> .....	18.75
Custom-Built Eveready Case for "Critic" .....	1.50
Model 5A Exposure Meter, without case .....	13.75
Pigskin Zipper Case for Model 5A .....	1.40
<b>Maxim Enlarging Meter</b> .....	2.95
<b>Leudi—Still or Movie</b> .....	2.50
(Purse Case) .....	.15
<b>Abbey Flashguns</b>	
3-X Press Flashgun for Speed Graphics .....	22.75
3-X Press Flashgun for film pack cameras .....	22.75
Fitting charge on above, net	2.25
3-X Press Flashgun for view or color cameras .....	22.75
Fitting charge on above, net	2.25
M/M Flashgun for Super B.....	22.75
M/M Flashgun for Super B-X	22.75
M/M Flashgun for Makina.....	22.75
M/M Flashgun for Automatic or Standard Rolleiflex Cameras .....	22.75
M/M Flashgun for Super Ikonta A .....	22.75
M/M Flashgun for Super Ikonta C .....	22.75
Autoset Flashgun for all Leica Cameras .....	22.75
Autoset Flashgun for Contax 11 or 111.....	22.75

Back Shutter Synchronizer for Graphics or Graflexes....	13.00
Installation charge on above, net .....	\$ 4.50

**Synchronizers—Heiland Sol**

Regular Model S.....	26.50
Regular Model K.....	21.50

**SYNCHRONIZERS****Kalart, Micromatic**

Master Automatic Speed Flash .....	\$19.95
Master Micromatic Speed Flash	15.95
Master Passive Speed Flash.....	13.25
Standard Micromatic Speed Flash .....	12.75
Standard Passive Speed Flash....	8.50
Compak Passive Speed Flash....	7.75
Compak Automatic Speed Flash .....	15.95
Compak Micromatic Speed Flash .....	12.75
Automatic Unit only.....	11.00
Micromatic Unit only.....	8.00
Passive Unit Only.....	2.75

**Master Flashing Units**

For Speed Graphics and Super D Graflex .....	10.95
For Exaktas .....	12.25
For Sistogun .....	10.25

**Standard Flashing Units**

For Speed Graphics and Super D Graflex.....	7.25
For Exaktas .....	7.25
For Sistogun .....	5.50

**Compak Flashing Units**

For Speed Graphics and Super D Graflex .....	6.50
For Exaktas .....	6.35
For Sistogun .....	5.50
Model "E" Range Finder.....	25.75
<b>FR Synchronizer</b> .....	10.65
Side Light Ext. Unit.....	4.80

**Mendelsohn Synchronizers**

<b>Plastic Model "DP" and "Jr. DP" Speedguns—Includes Three Cell Plastic Battery Case, "C" De Luxe, Series "D" or DS Tripper, Three Battery Cells—</b> With 5" Adjustable Aplanatic Twinflexor for Bayonet and Standard Base Bulbs .....	\$19.50
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# Current Retail List Prices

## Kodak Roll Film

Film No.	Negative Size	Exposures	Veri-chrome —V—	Super-XX Panchro- matic —XX—	Plus-X Panchro- matic —PX—	Pana- tomic-X —FX—	Infra- Red —I-R—	Regular (N. C.) —No letter—
128	1½x2¼	6	\$ .26	—	—	—	—	—
121	1⅝x2½	6	.26	—	—	—	—	—
127	1⅝x2½	8*	.26	\$ .32	\$ .32	\$ .32	\$ .32	\$ .18
117	2¼x2¼	6	.26	.32	.32	.32	—	—
129	2 x3	6	.32	.37	.37	—	—	—
120	2¼x3¼	8*	.32	.37	.37	.37	.37	.21
620	2¼x3¼	8*	.32	.37	.37	.37	.37	.21
105	2¼x3¼	6	.32	—	—	—	—	—
116	2½x4¼	8*	.37	.42	.42	.42	.42	.26
616	2½x4¼	8*	.37	.42	.42	.42	.42	.26
101	3½x3½	6	.42	—	—	—	—	—
118	3¼x4¼	6	.47	.58	.58	—	—	—
124	3¼x4¼	6	.47	—	—	—	—	—
130	2⅞x4⅞	6	.47	.58	.58	—	—	—
122	3¼x5½	6	.58	.69	.69	.69	—	.47
125	3¼x5½	6	.58	—	—	—	—	—
103	4 x5	6	.58	—	—	—	—	—
123	4 x5	6	.58	—	—	—	—	—
104	5 x4	6	.58	—	—	—	—	—
126	4¼x6½	6	.84	—	—	—	—	—
115	7 x5	6	1.00	—	—	—	—	—
135	24x36 mm.	36	—	1.00	1.00	1.00	1.27	—
135	24x36 mm.	18	—	.63	.63	.63	—	—
235	24x36 mm.	36	—	1.00	1.00	1.00	—	—
828	28x40 mm.	8	—	.26	.26	.26	.26	—

\* Except Infra-Red, which is 6-exposure.

Film No.	Negative Size	Exposures	Direct Positive Panchromatic —DP—	Panatomic —F—	Micro-File —M—
135	24x36 mm.	36	\$1.32	—	\$ .90
828	28x40 mm.	8	.37	\$ .21	—

## KODAK ROLL FILM FOR GRAFLEX ROLL HOLDERS

Film No.	Negative Size	Exposures	Veri-chrome —V—	Super-XX Panchro- matic —XX—	Plus-X Panchro- matic —PX—	Pana- tomic-X —FX—
50	3¼x2¼	6	\$ .32	—	—	—
51	4¼x3¼	6	.47	\$ .58	\$ .58	\$ .58
52	5½x3¼	6	.58	—	—	—
53	5 x4	6	.58	.69	.69	.69
54	7 x5	6	1.00	—	—	—

## KODAK REGULAR (N. C.) FILM FOR NORTON CAMERA

Film No.	Description	Price
636	6 exposures (1¼x1⅞")	\$ .16



## 35 mm. KODAK ROLL FILM

Film No.	Negative Size	Length of Roll	Plus-X Panchromatic —PX—	Pana-tomic-X —FX—	Super-XX Panchromatic —XX—
410	24x36 mm.	27½ ft.	\$ 2.40	\$ 2.40	\$ 2.40
401	24x36 mm.	50 ft.	3.84	3.84	3.84
402	24x36 mm.	100 ft.	7.20	7.20	7.20
403	24x36 mm.	200 ft.	14.40	14.40	14.40
408*	24x36 mm.	100 ft.	—	—	7.20
412**	24x36 mm.	100 ft.	—	7.20	—
Film No.	Length of Roll	Micro-File Safety —M—	Infra-Red Safety —I-R—	Safety Positive —P—	High Contrast Safety Positive —CP—
401	50 ft.	\$ 3.73	\$ 4.80	\$ 1.23	\$ 1.55
402	100 ft.	6.40	—	2.03	2.56
403	200 ft.	12.80	—	4.00	5.12
412**	100 ft.	6.40	—	2.94	3.47

## Kodak Film Packs

(12 EXPOSURES ONLY)

No.	Inches	Centimeters	Veri-chrome —V—	Super-XX Panchro-matic —XX—	Plus-X Panchro-matic —PX—	Super Ortho-Press —OP—	Pana-tomic-X —FX—	Process —PC—
500	1¾x2¾/8	4.5x 6	\$ .42	\$ .58	\$ .58	—	\$ .58	\$ .74
520	2¼x3¼	6 x 9	.63	.74	.74	\$ .74	.74	\$ .74
540	1¾x4¼	4.5x10.7	.69	—	—	—	—	—
516	2½x4¼	6.5x11	.74	—	—	—	—	—
531	2 ⅞x5 ⅜	6 x13	1.05	—	—	—	—	—
518	3¼x4¼	8 x10.5	1.05	1.27	1.27	1.27	1.27	—
542	3 x5¼	7.5x13.5	1.16	—	—	—	—	—
541	3½x4¾	9 x12	1.16	1.37	1.37	1.37	1.37	—
522	3¼x5½	8 x14	1.21	1.48	1.48	—	—	—
523	4 x5	10 x12.5	1.21	1.48	1.48	1.48	1.48	—
543	4 x6	10 x15	1.48	1.74	1.74	—	—	—
526	4¾x6½	12 x16.5	1.90	—	—	—	—	—
515	5 x7	13 x18	2.11	2.53	2.53	—	—	—

## Kodachrome Safety Film (For Stills)

## KODACHROME ROLL FILM

Film No.	Negative Size	Exposures	*Kodachrome —K—	*Kodachrome Type A —K (no.) A—
135	24x36 mm.	18	\$2.68	\$2.68
828	28x40 mm.	8	1.45	1.45

## KODACHROME PROFESSIONAL FILM

Daylight: Type—Type B (For use with artificial light)

Size	*Half-Dozen Box	Size	*Half-Dozen Box
2¼x 3¼	\$ 4.16	4.5x 6 cm.	\$3.20
2½x 3½	4.53	45 x107 mm.	4.16
3¼x 4¼	5.60	6.5x 9 cm.	4.53
4 x 5	6.67	6 x 13 cm.	5.33
5 x 7	9.60	9 x 12 cm.	6.40
8 x10	19.20		
11 x14	36.27		

\* Prices include processing and return transportation by third-class postage to customers within the country in which the film is processed. However, when less than three sheets of Kodachrome Professional Film are sent in, a net service charge of 50 cents per shipment will be made.

# New Prices

## Kodaks

### Kodak 35, 24x36 mm.

Kodak Anastigmat f5.6 lens. Kodex shutter.....	\$15.50
Kodak Anastigmat f4.5 lens. Diomatic shutter.....	26.00
Kodak Anastigmat Special f3.5 lens. Kodamatic shutter.....	35.50

### Kodak 35, f3.5, with Range Finder.

Kodak Anastigmat Special f3.5 lens. Kodamatic Self-timer shutter.....	50.50
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### Kodak Bantam, 28x40 mm.

Kodalinear f8 lens .....	4.50
Kodak Anastigmat f6.3 lens.....	9.00
Kodak Anastigmat Special f4.5 lens.....	25.00

### Kodak Bantam Special, 28x40 mm.

Kodak Ektar f2.0 lens. Supermatic shutter. With Field Case.....	116.75
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### Kodak Duex, 1 $\frac{5}{8}$ x2 $\frac{1}{4}$ . Doublet lens. Fixed focus.....

6.50

### Jiffy Kodak V.P., 1 $\frac{5}{8}$ x2 $\frac{1}{2}$ . Kodak Doublet lens.....

4.90

### Jiffy Kodak Six-20, Series II, 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ . Twindar lens.....

8.25

### Jiffy Kodak Six-16, Series II, 2 $\frac{1}{2}$ x4 $\frac{1}{4}$ . Twindar lens.....

9.00

### Kodak Vigilant Junior Six-20, 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ .

Kodet lens. Dak shutter.....	9.25
Bimat lens. Dakon shutter.....	11.75

### Kodak Vigilant Junior Six-16, 2 $\frac{1}{2}$ x4 $\frac{1}{4}$ .

Kodet lens. Dak shutter.....	10.50
Bimat lens. Dakon shutter.....	13.25

### Kodak Vigilant Six-20, 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ .

Kodak Anastigmat f8.8 lens. Diomatic shutter.....	15.50
Kodak Anastigmat f6.3 lens. Diomatic shutter.....	18.00
Kodak Anastigmat f4.5 lens. Kodamatic shutter.....	26.50
Kodak Anastigmat Special f4.5 lens. Supermatic shutter.....	39.85

### Kodak Vigilant Six-16, 2 $\frac{1}{2}$ x4 $\frac{1}{4}$ .

Kodak Anastigmat f8.8 lens. Diomatic shutter.....	17.00
Kodak Anastigmat f6.3 lens. Diomatic shutter.....	20.75
Kodak Anastigmat f4.5 lens. Kodamatic shutter.....	30.85
Kodak Anastigmat Special f4.5 lens. Supermatic shutter.....	45.50

### Kodak Monitor Six-20, 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ .

Kodak Anastigmat f4.5 lens. Kodamatic shutter. Without case.....	32.00
With De Luxe Field Case .....	37.75
Kodak Anastigmat Special f4.5 lens. Supermatic shutter. Without case.....	45.50
With De Luxe Field Case .....	51.25

### Kodak Monitor Six-16, 2 $\frac{1}{2}$ x4 $\frac{1}{4}$ .

Kodak Anastigmat f4.5 lens. Kodamatic shutter. Without case.....	37.25
With De Luxe Field Case.....	43.75
Kodak Anastigmat Special f4.5 lens. Supermatic shutter. Without case.....	51.50
With De Luxe Field Case.....	58.00

### Kodak Ektar, 24x36 mm. Focal Plane shutter.

With Kodak Ektar f1.9 50 mm. lens.....	373.50
With Kodak Ektar f3.5 50 mm. lens.....	304.00
With Kodak Ektar f3.5 35 mm. lens .....	312.50



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-in Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	List Price per 100
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 6.75
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	8.50
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	10.00
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	11.50
8x10	10 x13 <sup>1</sup> / <sub>2</sub>	19.50
10x8	12 <sup>1</sup> / <sub>2</sub> x11	20.00

### KELSEY

3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 5.00
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	6.25
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	8.00
5x7	7 <sup>1</sup> / <sub>8</sub> x10 <sup>1</sup> / <sub>8</sub>	9.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6  
and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.25
4 x 6	7 x10 <sup>5</sup> / <sub>8</sub>	10.00
5 x 7	8 x11 <sup>3</sup> / <sub>4</sub>	11.00
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	11.50
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x12 <sup>1</sup> / <sub>2</sub>	13.75
8 x10	10 <sup>3</sup> / <sub>4</sub> x14	16.00
10 x 8 Group	13 x11 <sup>5</sup> / <sub>8</sub>	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

# "Sussman Mounts Are Paramount"

## Talmage Folders

Beauticoat Duplex Cover Stock  
Buff or White Shades

White or Buff Antique Stock Insert  
Deckle-Edge Cover

Slip-in Style

The outer surface of the cover is coated in a new fashion, the inside surface being rough antique to correspond with the antique insert stock. A platinum ink design on the cover enhances its attractiveness. The insert design, a double line effect, pleasingly frames your portraits. The insert design also features a plate sinking to lend it further distinction.



Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
*3 x 5	5½ x 8	7.75
*4 x 6	6½ x 9¼	9.50
*5 x 7	7¼ x 10	11.00
7 x 5 Group	9¼ x 8⅝	11.50
6½ x 8½	9¼ x 12½	14.25
8 x 10	10¾ x 14	16.75
10 x 8 Group	13 x 11⅝	16.75

\*In stock. Other sizes to order.

Boxed in 100's—3x4, 3x5 and 4x6  
50's all other sizes.

## Fargo Easels

Silver and Black Design

Gray Shade Only  
Slip-in Style

Coated Duplex Cover Stock, Coated Insert Stock  
Serrated Edge Underlay



A distinctive easel in modern design, typical of Sussman leadership in the Mounting field. It's moderately priced and the sizes will take care of all principal requirements for the easel style.

Print Size	Outside Size	Price per 100
3 x 4	4¾ x 6⅞	\$ 7.00
*3 x 5	4¾ x 6⅞	7.00
*4 x 6	5⅞ x 8⅞	9.00
*5 x 7	6¾ x 9½	10.25
7 x 5 Group	8⅞ x 7⅞	12.50
6½ x 8½	9½ x 12½	16.50
8 x 10	10 x 13½	19.50
10 x 8 Group	12½ x 11	20.00

\*In stock. Other sizes to order.

Boxed in 100's—3x4 and 3x5

Boxed in 50's—4x6, 5x7 and 7x5 gr.

Boxed in 25's—6½x8½, 8x10 and 10x8 gr.

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors



## New Prices

<b>3A Kodak, Series III, 3<math>\frac{1}{4}</math>x5<math>\frac{1}{2}</math>.</b>	
Kodak Anastigmat f6.3 lens. Kodamatic shutter.....	55.75
<b>Kodak Medalist, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math>.</b> Kodak Ektar f3.5. Supermatic shutter.	
With Neck Strap, Adapter Ring Insert, and lens cap.....	176.00
<b>Kodak Medalist Accessories</b>	
Accessory Back for Sheet Film, Film Packs, and Plates for Kodak Medalist, including Ground Glass Focusing Screen and T.B.I. Cable Release No. 2 .....	19.75
Tan Leather Field Case for Kodak Medalist, with neck strap .....	13.35
<b>Super Kodak Six-20, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math>.</b>	
Kodak Anastigmat Special f3.5 lens. Self-timer shutter.....	240.00

## Bullet and Brownies

<b>Baby Brownie Special, 1<math>\frac{5}{8}</math>x2<math>\frac{1}{2}</math></b> .....	\$ 1.50
<b>Bullet, 1<math>\frac{5}{8}</math>x2<math>\frac{1}{2}</math></b> .....	2.35
<b>Target Brownie Six-20, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math></b> .....	2.90
<b>Target Brownie Six-16, 2<math>\frac{1}{2}</math>x4<math>\frac{1}{4}</math></b> .....	3.25
<b>Six-20 Brownie Junior, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math></b> .....	2.45
<b>Six-16 Brownie Junior, 2<math>\frac{1}{2}</math>x4<math>\frac{1}{4}</math></b> .....	2.80
<b>Six-20 Brownie Special, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math></b> .....	4.00
<b>Six-16 Brownie Special, 2<math>\frac{1}{2}</math>x4<math>\frac{1}{4}</math></b> .....	4.60
<b>Six-20 Bull's Eye Brownie, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math></b> .....	2.95
<b>Brownie Reflex Synchro Model, 1<math>\frac{5}{8}</math>x1<math>\frac{5}{8}</math></b> .....	6.35
<b>Six-20 Flash Brownie, 2<math>\frac{1}{4}</math>x3<math>\frac{1}{4}</math></b> .....	4.75

## Williams De Luxe Retouching Stand

Incorporating the Famous Williams  
Revolving Negative Holder And  
Protector

For either the Solid Negative or the Flexible Negative method of Retouching. (For the latter, remove ground glass and attach to back of the Revolving Negative Holder.)

*Has features found in no other retouching stand at any price. Check these additional features.*

Portable—folds to 16"x16"x1 $\frac{1}{4}$ ".

Light weight—3 lb. 4 oz.

Adjustable pitch.

Removable canopy or hood.

Holds up to 11x14 negatives.

Keeps negative free from scratches and finger marks.

**\$5.50**

## Beattie Lamps

### FLUORESCENTS

Model FPH, with tubes.....	\$210.00
Model FDL, with tubes.....	150.00
Model ARm, with tubes.....	103.00
Above without stand.....	83.00
Model FS, with tubes.....	66.00
Model HP, with tubes.....	60.00
Above with carrying case	70.00
Beattie Overhead, with tubes	80.00
Utility Overhead, with tubes	32.00

### SPOTLIGHTS

Super Room-Lite, with globe	102.50
Super Hi-Lite, with globe....	56.00
Studio Hi-Lite, with globe	34.00
Cine-Lite, less globe.....	117.00

### INKIES

New Real Floodlite, less globe—on studio or folding stand .....	41.00
On Illustrator's Stand....	48.00

## Greetings From London

The following letter, intended for the Chicago Convention, arrived too late to be read to the gathering. It contains, among other things of interest to the Photographic Industry in America, facts which reflect with striking similarity conditions here.

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Photographic Trade Bulletin  
1 Bloomsbury Square  
London, W.C.1. England  
August 12, 1941

. . . Photography in Britain is booming. It's booming on all sides, amateur, professional and industrial. The only handicap which prevents the industry from enjoying the full benefits of that boom is the dearth of supplies . . . a condition which is brought about by similar circumstances to those which in the U.S.A. are called "Priorities."

On the apparatus side there is an insatiable demand for high-grade equipment. In that respect there is now only a very small margin which prevents the trade from being one vast "trade-in" business. True, there is a certain production from British factories, but there is, as yet, no high-grade, precision cameras made in this country. Plans are in hand to rectify this position, but they cannot obviously be put into full effect while there is a war on. When that apparatus *does* appear it will put new life into the British Photographic Industries. Incidentally, there are more manufacturers planning to enter this trade than many people in this country realize. There is the probability that the "regular" photographic manufacturers will be faced with competition from the engineering industry. That will not be a disadvantage, for newcomers to the industry will bring new ideas, and the industry certainly needs that.

. . . Coming back to the trade in this country—the domestic trade—one interesting feature is that many people are buying high-grade cameras and other equipment as a matter of investment. Some of the collectors have acquired as many as a score of cameras which are accepted as the best yet produced. They are hopeful that prices will go to a premium when the war is over and that their investment will pay good profits.

Leading retailers show no desire to curb this collective outlook of their customers; and it may be that they find it an advantage to encourage it. In any case practically every photographic dealer of any standing is advertising to buy-in-high-grade photographic equipment.

Photo-finishers find themselves handicapped by the operations of the Limitation of Supplies orders. Under this they are allowed only 25 per cent, in *value* of the materials they bought during a period which virtually corresponds with the first six months of the war. This means that finishing staffs have to be reduced because there is not the material to justify their continued engagement. Those who have to leave their work, however, are not put to any hardship for there is plenty of openings for them on war work.

It is still difficult to realize that only two years ago photo-finishers were vying with each other in cutting their service times to all sorts of ridiculous limits. One man even went so far as to promise—and provide—a three-hour service. Nowadays an eight-day service is comparatively "speedy." More often than not the service time is three weeks to a month, and the curious

(Continued on Page 21)



# Ciné-Kodak Film

16 MM.

*Super-X Panchromatic Safety		
No. 339	100-ft. rolls .....	\$ 6.40
No. 340	50-ft. rolls .....	3.45
No. 362	50-ft. magazine .....	3.75
	50-ft. cassette .....	3.75
No. 363	10 metres for Kinamo S-10.....	2.70
No. 364	50-ft. Packette .....	3.75
No. 338	200-ft. rolls .....	12.80
*Super-XX Panchromatic Safety		
No. 389	100-ft. rolls .....	7.20
No. 388	50-ft. rolls .....	4.00
No. 390	50-ft. magazine .....	4.30
	50-ft. cassette .....	4.30
No. 392	10 metres for Kinamo S-10.....	3.00
No. 391	50-ft. Packette .....	4.30
No. 387	200-ft. rolls .....	14.40
*Kodachrome Safety		
No. 365	100-ft. rolls .....	8.55
No. 365A	100-ft. rolls .....	8.55
No. 366	50-ft. rolls .....	4.60
No. 366A	50-ft. rolls .....	4.60
No. 382	50-ft. magazine .....	5.00
No. 382A	50-ft. magazine .....	5.00
	50-ft. cassette .....	5.00
	50-ft. cassette, Type A .....	5.00
No. 368	50-ft. Packette .....	5.00
No. 368A	50-ft. Packette .....	5.00
No. 344	200-ft. rolls .....	17.15
No. 344A	200-ft. rolls .....	17.15
*Ciné-Kodak Safety		
No. 349	100-ft. rolls .....	4.80
Safety Ciné Panchromatic Negative (Non-Reversal).		
No. 345	100-ft. rolls .....	3.75
Safety Super-XX Panchromatic Negative		
No. 341	100-ft. rolls daylight loading.....	3.75
No. 342	200-ft. rolls daylight loading.....	7.45
No. 343	400-ft. rolls darkroom loading.....	14.95
Infra-Red Safety Negative		
No. 333	100-ft. roll .....	4.80
	Safety Positive (16 mm.) 100-ft. roll.....	.95

8 MM.

*Super-X Panchromatic Safety		
No. 399	25-ft. roll .....	\$ 2.40
No. 398	25-ft. magazine .....	2.70
*Ciné-Kodak Eight Panchromatic Safety		
No. 370	25-ft. roll .....	2.15
*Kodachrome Safety		
No. 369	25-ft. roll .....	3.65
No. 369A	25-ft. roll .....	3.65
No. 337	25-ft. magazine .....	4.00
No. 337A	25-ft. magazine .....	4.00
	Safety Positive, 100-ft. roll.....	.95

\* Prices include processing and return transportation to customers within the country in which the film is processed.

## GREETINGS FROM ENGLAND

(Continued from Page 19)

part is that no one grumbles, so long as their finishing is ready on time. When the war is over, I expect the mad rush to give impossibly high-speed service will again be introduced, in spite of pious hopes that a more "sensible" service time will be maintained.

. . . Portrait photographers are having the time of their lives. It is, with them, not a case of waiting for sitters to come, but of sitters literally lining up for their turn in the studio. It is not unusual to see lines of servicemen and servicewomen extended along the street outside the shops of those photographers who sell their work at "popular" prices, which are much lower, I believe, than the popular prices in the U. S.

Limited supplies has given a big fillip to "sales of service." Whereas it was rare for a photographer to attempt to sell colored pictures, nowadays there is a boom in this work, and some of it is really fine, and sells at the highest prices. It has taken a war to demonstrate to some photographers just how much business they have been missing for years.

There is the prospect that the coming winter will see a boom in indoor photography. Members of the services who are home on leave will provide most of the "subjects," and since so much attention has, in the past few years, been gained for this side of Photography, and it is not likely that it will be overlooked entirely.

Trade associations here are working well together. Finishers and dealers cooperate whenever adjustment of prices are necessary. Photographers and manufacturers get together to ensure that the supplies which are available for public use are used to the best advantage. By such cooperation everyone is getting the best from the prevailing conditions; and Photography in every form is being kept alive. When the post-war era arrives Photography will be off to a flying start and will experience a boom possibly even greater than it did in the five years preceding the war. . . .

Thomas A. Scrubby, Publisher, Photographic Trade Bulletin.

### Vaporate Means Protection

**M**ANY photographers or their customers have 35 m/m negatives which they would like to preserve in good condition for a long time.

The Vaporate process as applied to your negatives does not in any way interfere with the quality of your negatives other than to prevent scratches, digs, natural wear, finger marks, or oil and water marks.

In the Vaporate process your films are placed in a cylinder into which a special gas is forced under pressure. This gas leaves a protective coating on both black and white, and color films

insuring much longer life of the negatives and much more brilliance and clean results.

We are prepared to vaporate 35 m/m and Bantam negatives in our own establishment. The charge for 18 and 36 rolls is 10c a roll. We can vaporate 120 size films at price of 15c a roll. We are prepared to extend the same service to rolls of 8 and 16 m/m motion picture film.



It has been ruled that the well-known dry mounting tissue Fotoflat is not subject to the provisions of the excise tax. This naturally will include similar preparations.



## The Man of the Hour



Because of the magnitude of his job, due to the drastic revisions in prices occasioned by the Excise tax, we have an orchid for Fred Sass, our price clerk.

When we mention that our merchandise is obtained from 300 various sources and practically everything we distribute has been revised in price, the job of providing our sales people with information is a real job. Conscientious to the extreme in his loyalty to the firm, he is equally concerned to see that each and every customer receives fair treatment. We gladly hand this bouquet to a person who deserves it.



## One for Ripley

To prove that truth is indeed stranger than fiction, we thought our readers would enjoy the following. It is reprinted from one of the San Francisco newspapers. We will vouch for the accuracy of the story:

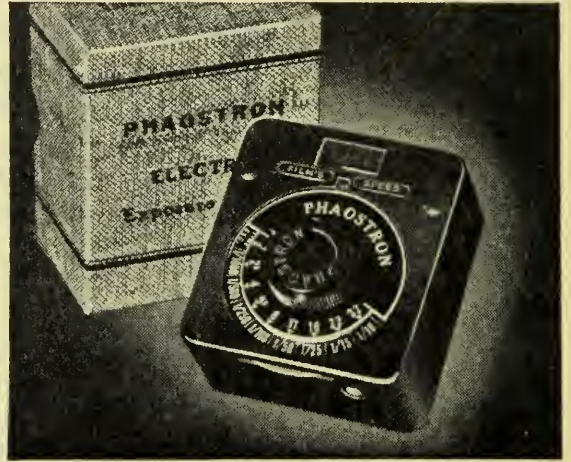
"The picket-story to end picket-stories has to do with a gent who appeared the other day at Hirsch & Kaye's. . . . 'Understand you need a picket,' he said. . . . 'But we've already got a picket,' said Frank Kaye. . . . 'Gosh, I need the work,' said he. . . . 'Well, I'll tell you where they need a picket,' said Kaye. . . . So he gave the chap a McAllister Street address, and he picketed there efficiently enough—until officials of the Optical Workers Union came out to lunch."

P. S.—The pickets left of their own accord some time ago.



People are paid *wages* for doing the things they are *told to do*. People are paid *salaries* for doing what is up to them to do *without being told*.

## Phaotron Exposure Meters



The very noticeable shortage of well-known lines of Photo-Electric Cell Exposure Meters, emphasizes the desirability of the Phaotron line of meters we are still able to furnish.

For the past two years the Phaotron Meter has been the fastest-selling meter in our stock and seems to have been unusually successful, and confidence in the product is shown by the many repeat orders for the Phaotron Meter.

Model A Meter is intended for commercial and amateur photographers for still and motion picture use. Model B has less markings on the scale and is intended for professional use.

We suggest that dealers place their order for an assortment of Phaotron Meters in order to have something to offer during the gift season.

Phaotron Meters A or B....\$7.00

Phaotron Meters C.....\$10.00



## Check Your Invoices Carefully For New Prices

All Prices Are Subject to Change  
Without Notice

Frequent price changes are necessary under existing conditions. It is difficult, therefore, to keep you informed of all price changes as rapidly as they occur. We shall invoice goods at lowest prices effective at time of delivery.

## New Kalart Lens-Coupled Range Finder

THE Kalart Company announces its new model "E" Lens-Coupled Range Finder, which will supplant the present Model "F." The new model range finder embodies the experience gained in the manufacture of more than 50,000 range finders.

This new synchronized range finder will fit all Speed Graphic cameras, Watson Press Cameras and most film pack cameras.

Streamlined in appearance, the new model has a bigger and brighter image which will enable photographers to focus accurately even under unfavorable light conditions. The range finder is of the superimposed image type.

Close working distance has been increased from  $3\frac{1}{2}$  feet to  $2\frac{1}{2}$  feet on the new shorter focal length lenses, which will be of prime importance to those doing close-up work and portraits. Mechanically the new range finder will have all adjustments internally, simplifying installation and adjustment. The range finder is adjustable for all lenses from 10.5 to 16.5 cm. Adjustment permits owners to compensate for tolerances in focal length inherent in every lens.

The new range finder has been made practically shock-proof by ingenious suspension of the synchronizing mechanism.

Price of the new range finder remains at \$24, plus nominal installation charge.

## Kalart Announces New Automatic Speed Flash

A NEW Automatic Speed Flash has just been announced by the Kalart Company, largest manufacturer of flash synchronizers and lens-coupled range finders. Fully automatic in that it requires no winding or cocking before use, this synchronizer is of the mechanical type. It is also a universal Speed Flash, fitting practically any type of camera having a cable release socket. It can also be used with miniature focal plane cameras by the addition of a simple adapter.

Extremely compact in size, measuring only  $1\frac{1}{2}$  inches in length and  $\frac{1}{2}$  inch in width, the automatic synchronizer unit itself snaps into the jack terminals of the battery case, requires no cable release and eliminates all wires. An armored, flexible coupling connects the synchronizer to the shutter. The coupling is adjustable for variations in shutters.

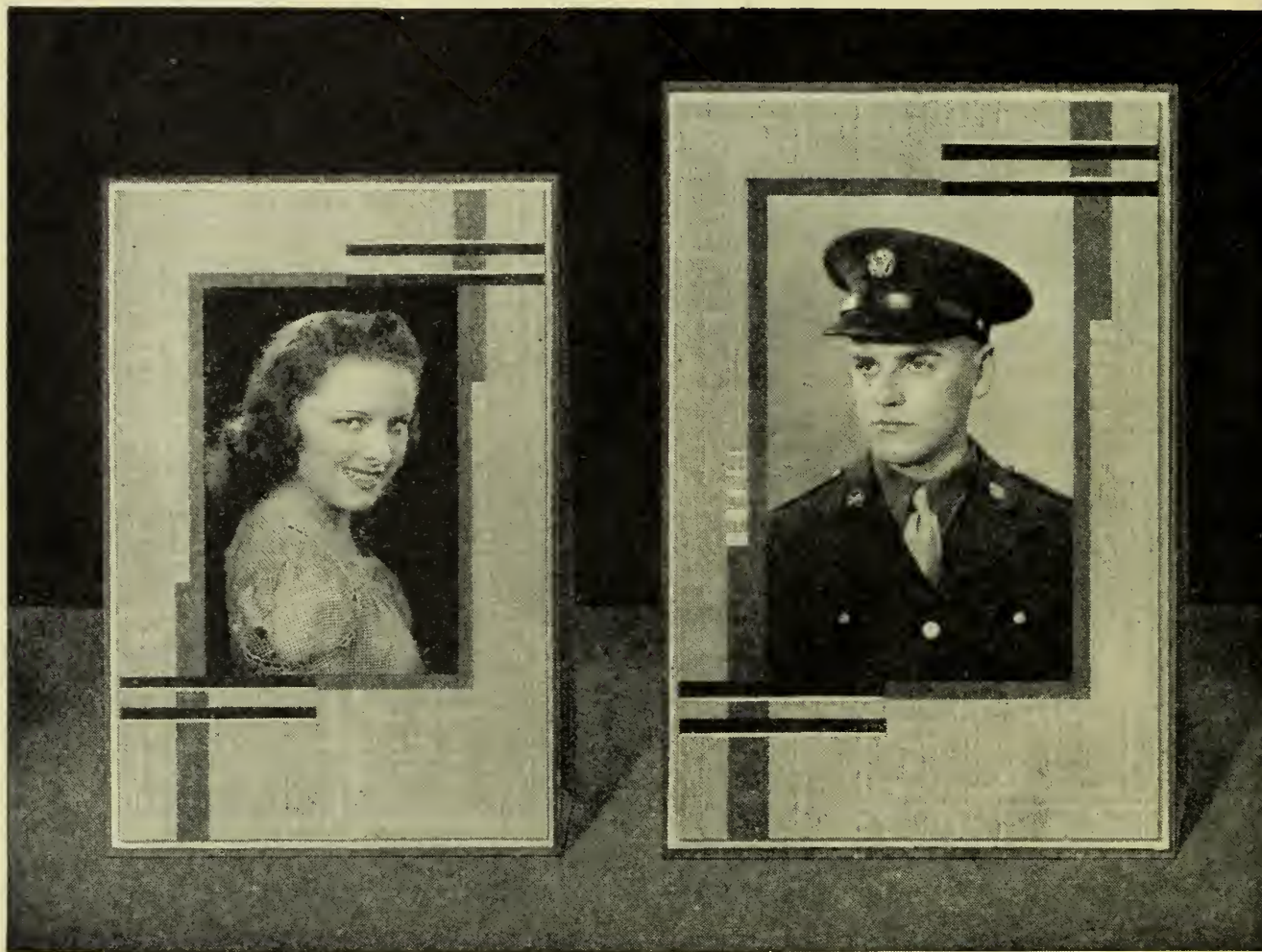
In operation you simply press the cushioned release button, setting in motion the inertia rotor which controls the timing cycle, the same basic principle of the famous Kalart Micromatic Speed Flash. Synchronization is unaffected by varying finger release pressure. The Automatic unit may be used with either the Kalart Master or Compak battery cases. With the Kalart Master Battery case and reflector, the Automatic will retail at \$18.50 complete. With Compak battery case-reflector combination the price is \$14.95. The synchronizing unit only is \$10.



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*A 1941 Style . . .*



## THE PALM SPRINGS

Just the style you need for the novelty-seeking young folk—an ideal school mounter—and note how appropriate for soldiers' pictures. In sizes 3 x 4 to 5 x 7 . . . now available through your dealer.

EASTMAN KODAK COMPANY

TAPRELL LOOMIS DIVISION,

CHICAGO, ILLINOIS

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## J e r r y ' s



## C o r n e r

*By Himself*

One of our employees moved to San Francisco after living out in the suburbs for some time. I was kidding him about it and asked him what it felt like to move away from the "sticks".

I really can't see any difference, he said—Down there we call it the "sticks", in San Francisco you call them pickets!

The World Series is over and I have been trying to find out how Joe Di Maggio could make so many home runs when he comes from a town so full of strikes.

Everybody is trying to help the defense program. I heard about a lady who took a negative to a finisher and said she would like an 8x10 enlargement from the negative but on account of the shortages, she'd be satisfied with 8x10 of half a negative.

Now that there ain't going to be a lot of things we use to have everyday, I'll have to think of some substitute ways of getting the same results.

I have been reading that there will be no metal for making shoe horns but I find that a new \$10.00 bill is just as good.

There won't be any more of these fancy toasters where the bread jumps out of the toaster, so I've got an idea. I'll get the flour company to mix Mexican jumping beans with the flour and we'll get the same effect.

Mr. Adams, our comptroller, said he hoped that shortage of rubber would make somebody invent a substitute for rubber checks, the kind that don't bounce.

Anyhow I've discovered a good substitute for gasoline. It's shoe leather!

I used to put the carfare money and Frank's parcel post stamps in the office safe every night, but Manuel says put the keg of nails in the safe, instead.

Get a defense job and you'll get double time for Sundays.

Join the Army and you'll get double time every day except Sunday.

I was talking to one of our men who was in the last war and he showed me where a bullet hit him. I said why that's where your heart is, why aren't you dead? You're mistaken Jerry, my heart was in my mouth at the time.

Billy Wolff says he can remember the good old days when the people voted every four years for a president.

Manuel says it is more blessed to ship than to receive.

Those Venetian blinds across the front of our office remind me of a book—"Drapes of Lath".

When I went to school, I noticed some of the kids would bring the teacher a shinny red apple and it didn't seem to do them any good. I brought applesauce and got lots of favors.

Hope you do the same.

JERRY.



## STUDIO FOR SALE

Well equipped for Portraits, Commercial Work, and Photo Finishing. Long established on main street opposite Theater in good pay-roll town. Price, \$1750.00, half cash, balance terms, low rent. This is \$1000 less than actual inventory. Or will trade for studio of equal value in good College town.

H. G. FREDERICK, Fort Bragg, California.

## Photographers

Write for 1939 Catalog and price list, genuine oil portraits—pastels, or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 - 13TH STREET, OAKLAND, CALIF.

## FOR SALE

Southern California studio in city of 12,000, serving 70,000. For sale only because of death of owner.

Box 2457

THE FOCUS

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600.00 cash.

Box 2456

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.

Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

The best  
by test.

## STUDIOS FOR SALE

Glendale and Pasadena, at fraction of value. Holiday business should pay for them. Cash receipts for past ten years have averaged per year: Pasadena, \$7,180. Glendale, \$6,340.

HOWLETT STUDIOS

114½ E. Broadway Glendale, Cal.

## FOR SALE

Studio and Camera Shop—Town of 7,500 population—No local competition. For details write S. M. Hurst, Madera, California, Tel. 779.

## Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.  
Description and illustration of any article gladly sent on request.

**Cooke Wide Angle Primoplane Lens**, in barrel, 4", F6.5.

Bargain Price .....\$27.50

**Gundlach Ultrastigmat**, in barrel, 2", F1.9.

Bargain Price .....\$15.00

**AnSCO Anastigmat** in Optimo shutter, 7½", F6.3.

Bargain Price .....\$10.50

**Carl Zeiss Tessar**, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

**Hugo Meyer Kinoplasmat**, in barrel, 2", F1.5.

Bargain Price .....\$45.00

**Two Morrison 6" Wide Angle Lenses.**

Bargain Price.....\$3.50 each

**Goerz Dagor**, Acme shutter, 5", F6.8.

Bargain Price .....\$41.50

**Kodak Anastigmat**, ball-bearing shutter, 6⅝", F7.7.

Bargain Price .....\$7.50

**B. & L. Wide Angle Protar**, in barrel, cover 4¼x6½.

Bargain Price .....\$17.50

**Wollensak Velostigmat**, in barrel, 7", F6.3.

Bargain Price .....\$13.50

**Barre Rapid Portrait**, F5—5" to 6", in barrel.

Bargain Price .....\$4.95

**10" Darlot Lens**, in barrel.

Bargain Price .....\$4.95

**5x7 Wollensak Series A Portrait F5 Studio Shutter.**

Bargain Price .....\$12.95

**25" F6.3 "Barrel" Voightlander**, 1—water house stop.

Bargain Price .....\$12.95

**6½x8½ Cephaloscope**, 11½", F5, in barrel.

Bargain Price .....\$9.95

**Carl Zeiss Protar**, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price .....\$27.00

**Steinheil Orthostigmat Lens**, in barrel, 11", F6.8.

Bargain Price .....\$75.00

**Taylor Hobson Cooke**, in barrel, 6½", F2.5.

Bargain Price .....\$82.50

**Taylor Hobson Cooke Anastigmat**, in barrel, 6¼", F3.5.

Bargain Price .....\$47.50

**Bausch & Lomb Plastigmat**, in Betax shutter, 5x7, F6.3.

Bargain Price .....\$15.50

**Bausch & Lomb 1c Tessar**, in Ilex Universal shutter, 2¼x3¼, F4.5.

Bargain Price .....\$19.50



# Bargains

- Gundlach Wide Angle, 8x10.**  
Bargain Price .....\$8.50
- 6½", F6.3 Ansco Anastigmat, Acme shutter.**  
Bargain Price .....\$19.50
- 4¾", 110° Radar Wide Angle, in barrel.**  
Bargain Price .....\$27.50
- 6¾" F6.3 Seneca Anastigmat, Op-timo shutter.**  
Bargain Price .....\$10.50
- 4¾" F4.5 Bausch & Lomb, in ring compur.**  
Bargain Price .....\$27.50
- 2" F4.5 Novar Anastigmat, in Telma shutter.**  
Bargain Price .....\$10.00
- 4⅛" F4.5 Foth Anastigmat, in shutter.**  
Bargain Price .....\$12.50
- Mergon Cold Enlarging Light.** Needs no condensers. For use with 6½ x 8½ negatives or smaller.  
Bargain Price .....\$16.50
- 5 x 7 Graflex Film Magazine** in fine condition.  
Bargain Price .....\$14.50
- Pako A Printer** with foot pedal and paper cabinet. Fine condition.  
Bargain Price .....\$72.00
- Elkay Water Filter,** fits the faucet.  
Bargain Price .....\$2.50
- Kodascope, 8 mm. Model 50,** uses 300-watt lamp in case. Fine condition.  
Bargain Price .....\$27.50
- Century No. 2 Sliding Ground Glass Carriage** with one 8 x 10 back and one 5 x 7 back. Like new.  
Bargain Price .....\$49.50
- Sunray No. 40 Studio Lamp,** designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low, and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.  
Bargain Price .....\$37.50
- 10 x 12 x 5 Sterling White Enamel Hypo Tank.** Perfect condition.  
Bargain Price .....\$4.75
- Johnson U 19 Ventlite** and stand. Cabinet measures 24 x 19 x 14. Designed for No. 4 flood, 1,000-watt, or 1,500-watt lamp and mounted on 7-foot studio stand.  
Bargain Price .....\$44.50
- Mendelsohn Universal Synchronizer,** in good condition.  
Bargain Price .....\$14.50
- 9½ x 17½ x 42" Stoneware Tank** without bottle drain.  
Bargain Price .....\$12.50
- 9½ x 17½ x 42" Stoneware** with top and bottom outlet.  
Bargain Price .....\$15.00
- 8 x 10 Eastman 2D View Camera** with 29" Bellows, carrying case, and one film holder.  
Bargain Price .....\$45.00
- "The Complete Press Photographer,"** by Bell, with many illustrations of valuable, newsy subjects.  
Bargain Price .....\$1.25
- 4 x 5 to 3¼ x 4 lantern-size Wood Reducing Kits.**  
Bargain Price .....15c each
- Beattie Mini Pan Lamp** on studio Roller Stand with counter balance, lifts lamp to 6½ ft. height and takes 1500-watt lamp in condition like new.  
Bargain Price .....\$79.50

# Bargains

**No. 3 Ideal Print Washer** for 11 x 14 and smaller prints.

**Bargain Price** .....\$6.50

**16 x 20 x 6 Sterling White Enamel Hypo Tank.**

**Bargain Price** .....\$8.50

Copy "Natural Color Processes," by Carleton E. Dunne. Color separation negatives, Chromatone process, Dufay color, Agfa color, and many other processes. 5½"x8", cloth bound.

**Bargain Price** .....\$1.50

**Haloette Attachment** for 8 x 10 Elwood Enlarger. We have a few of these left in stock, and there will be no more when sold. This attachment permits you to readily obtain clean-cut white backgrounds at present or any future printing of any negative.

**Bargain Price** .....\$10.00

**Emerson DC Motor**, 1/20 H.P., 1750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price** .....\$2.50

**Cooper Hewitt M Tube Outfit** for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price** .....\$98.00

**Folmer 8 x 10 Home Portrait Camera.** 20" red leather bellows, 4 holders in leather case.

**Bargain Price** .....\$34.50

**Vakagraph Border Printer** complete with masks.

**Bargain Price** .....\$49.50

**Mole Richardson Professional Studio Lamps** on 6-ft. roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½ x 20. Complete with necessary adjustments.

**Bargain Price**.....\$18.50 each

**3¼x4¼ Graflex Camera**, with F2.5, 6½" Cooke lens with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price** .....\$125.00

**Brunner Table Model Glossy Print Dryer.** Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110 volt A. C. motor.

**Bargain Price** .....\$98.50

Copy of "Pictorial Landscape Photography." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

**Bargain Price** .....\$1.95

**Omega B. Enlarger** for 2¼x2¼ negatives or smaller and no lens but with double condensers.

**Bargain Price** .....\$42.00

**3¼x4¼ Speed Graphic Camera**, 13.5 c/m. CZ Tessar lens, F4.5 in ring compur shutter and 1 film holder in fine condition.

**Bargain Price** .....\$98.50

**Mendelsohn Seedgun** — Recent Model D with 7" reflector. Condition like new.

**Bargain Price** .....\$17.50



# Bargains

**4 x 5 Auto Graflex** with no lens but with pack adapter.

**Bargain Price** .....\$75.00

Two 6-ft. sturdy, light-weight folding **Lamp Stands**.

**Bargain Price** .....\$1.95 each

**16-oz. Glass Tumbler Graduates**

**Bargain Price** .....\$ .40

**35 mm. Speed Carrier** for Omega C. Enlarger.

**Bargain Price** .....\$4.50

**Cirkut Print Frame**. Can be used with 7" x 36" paper. Complete with glass.

**Bargain Price** .....\$4.00

**B & H Ground Glass Motion Picture Screen**, 40½ x 30½. Suitable for use as a translucent screen.

**Bargain Price** .....\$2.50

**5 x 7 Dallon Developing Tanks**, with capacity of 6 films each.

**Bargain Price** .....\$6.50

**Stoneware Tank**, 10¾" long, 7¾" wide, 10⅛" deep—irregular in shape.

**Bargain Price** .....\$6.50

**H. & K. Focusing Cloth**. 36 x 48.

**Bargain Price** .....75c each

**Sunray No. 10 Jr. Lamp**, on 7-foot folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price** .....\$9.50

**Omega A Enlarger** for 35 mm. film, with double condensers, no lens. In fine condition.

**Bargain Price** .....\$32.50

**Haloette Attachment** for Eastman Autofocus Enlarger, with complete instructions — permits you to obtain white backgrounds on the print.

**Bargain Price** .....\$10.00

**Crown Printer**, 11 x 14, with foot pedal and ground glass. Eight lamp sockets and pilot.

**Bargain Price** .....\$39.50

**18-Gal. Stoneware Tank**, 9½ x 9½ x 47, in excellent condition.

**Bargain Price** .....\$24.50

**Halldorson Studio Junior Lamp**, without 1,500-watt lamps.

**Bargain Price** .....\$47.50

**Studio Stand**, for 8 x 10 camera, or larger, with 2 post like Semi-Centennial.

**Bargain Price** .....\$39.00

**24-Inch Diameter Halldorson Washer**, in good condition.

**Bargain Price** .....\$10.50

**Eastman 10-Inch Metal Trimmer**, in condition like new.

**Bargain Price** .....\$14.50

**Baby Holder on Stand**.

**Bargain Price** .....\$3.25

**Foto Flood Spot Lamp** (used No. 1 flood lamp), on 6½-foot stand, with cord and switch.

**Bargain Price** .....\$14.50

**4 x 5 Korona View Camera**, with 20-inch bellows, 1 film holder in fine condition.

**Bargain Price** .....\$24.50

**Pair of 14-Inch Condensers**, in book mount, new condition ---\$65.00

**Master - Enlargement Dodger**—now .....60c

**Speed Gun**, Model D Synchronizer, complete in box, like new.....\$18.50

**Photrix Electronic Timer**—New condition .....\$29.50



There's a finer quality — greater  
richness in the print on

# KODABROMIDE

(FORMERLY CALLED KODABROM)

Kodabromide is a full-scale, rapid developing paper giving brilliant enlargements with fine gradation — rich black tones. Thirteen attractive grades to choose from.

Eastman Kodak Company, Rochester, N. Y.







## *Quality* **THAT SPARKLES**

**W**ITH the right choice of material—Eastman's fast Ortho-X, Tri-X Panchromatic, or Kodatron Panchromatic Films—you can put sparkling quality into any subject, from a stunning piece of glass to a smart fashion illustration. For an ortho result, use Ortho-X. For long scale and high speed, there's nothing to beat Tri-X Panchromatic. For contrast and sparkling brilliance with fine quality, use Kodatron Panchromatic. All have high speed—all have the quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.

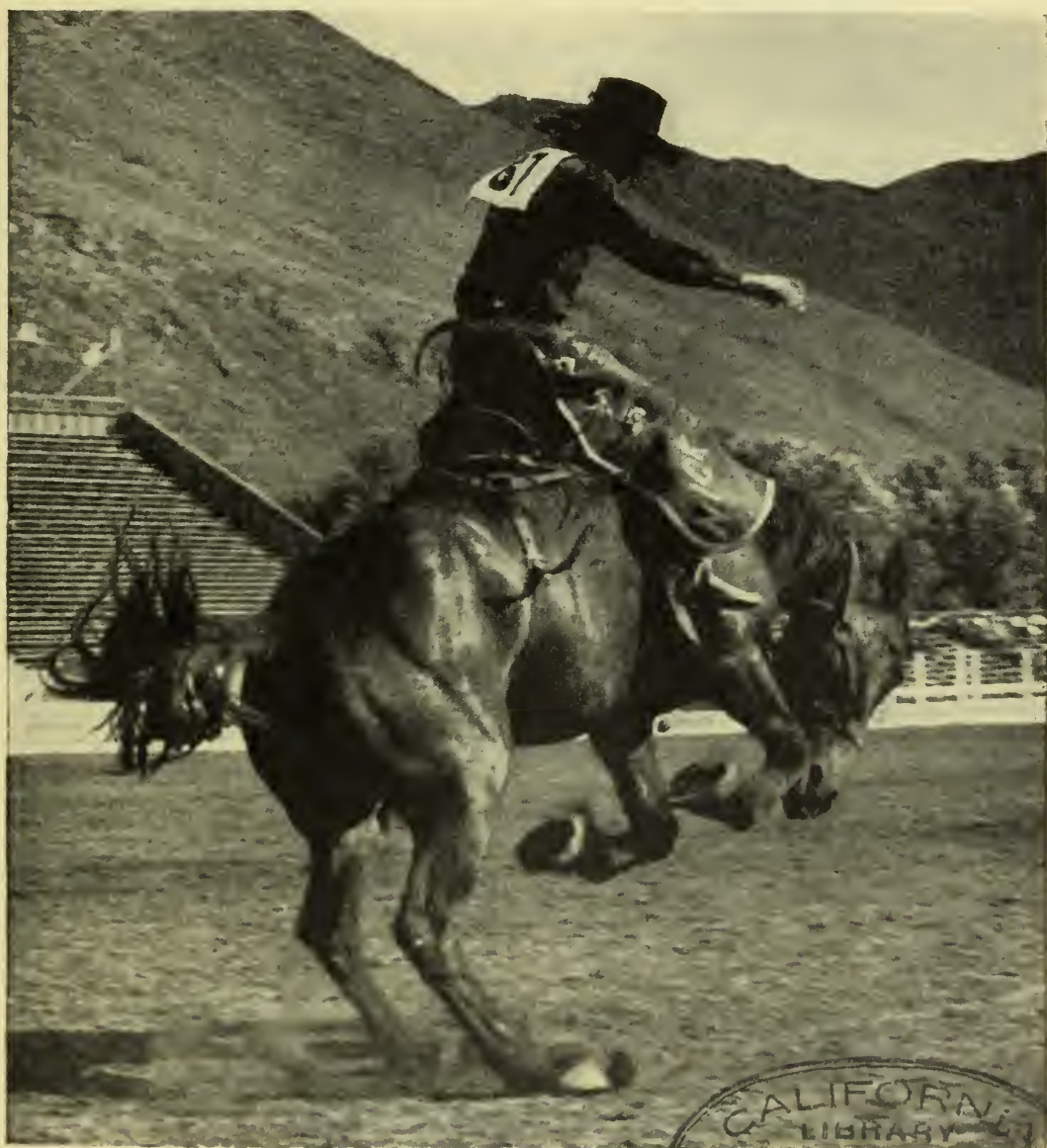
THE  
**FOCUS**

*Published Monthly in the Interests of the  
Photographic Industry*

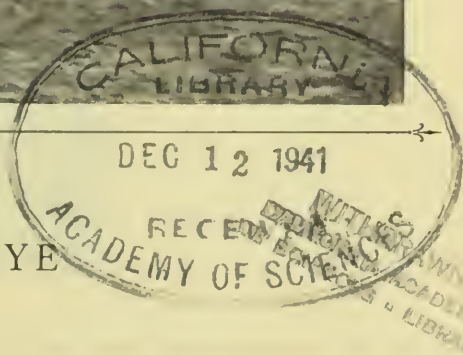
Vol. XVII

NOVEMBER, 1941

No. 11



*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO





# *Defender Tested Chemicals*

## FOR "ON THE LINE" UNIFORMITY

Prepared under strictly controlled laboratory standards, uniform in contents, both in quality and weight, Defender Tested Chemicals assure uniform and positive results when used as directed with the type of material for which their formulas have been designed.

With Defender Contact and Projection Papers, Defender Cut Film *or with any similar papers or films*, it pays to use Defender Tested Chemicals. Look for them in the hermetically sealed, key-opening, blue and yellow tins.

Defender 55-D recommended for Velour Black and similar enlarging papers. 54-D for Defender Apex and like contact papers, 53-D, an All-Purpose developer for photographic papers, films and plates. Also supplied are 6-D, a fine grain, high speed developer for use with all films. 4a-D, a more rapidly working fine grain developer for use with all films.

**DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.**



# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

NOVEMBER, 1941

No. 11

## INTRODUCING— JACOB F. SCHULTZ . . .

Mr. Schultz is a native of Michigan, Reed City. His father arrived from Germany at the age of eleven and lived near Celina, Ohio. He fought in the Union army throughout the Civil War and later located in Michigan. On a return trip to Ohio he married.



The early days of Jacob Schultz's life were spent on a farm. His boyhood ambition was to be a butcher. At about the time of the Spanish-American war, he was in Michigan and became acquainted with a Mr. Lacy, who owned a studio in Benton Harbor. Employment was offered to the lad with the understanding he was to be taught the photographic business. He learned.

The first studio owned and operated by Mr. Schultz was some time later opened in Buchanan, Michigan. Later a studio was opened in Snohomish, Washington, followed by one in Montesano, Washington. His present studio is the Olympia studio located in the capital city of Washington.

Mr. Schultz likes photography better than anything else he might follow. His hobby is fishing and cabinet making or working with tools of any kind. In his studio he likes Portraiture better than anything else.

The greatest thrill of his life was the day he married and if we all would be equally frank we would admit that there are few experiences so impressive.

## Integrity

Young men sometimes wonder what makes a man great. One factor is the enjoyment of the confidence of his peers. Such confidence is acquired slowly. If a man discharges his responsibilities honestly and intelligently year after year, he comes to be regarded as thoroughly dependable. Let him betray this trust, and his friends will flee from him as from a leper. It is unnecessary to cite instances. Discerning readers of the news are familiar with them.

In business the democratic principle operates even more perfectly. In commerce, industry and finance, elections are held daily.

The mere rumor that a banker has been guilty of crooked dealing would cause such restlessness among customers that it is necessary at once to disprove the rumor or eliminate the man. The position of a manufacturer is equally precarious. Survival is rooted in the validity of contracts and the spirit of integrity. Those who meet such tests grow; those who do not, remain small or expire.

---

John Wanamaker had this to say as the sum total of a successful career:

"In a long life the writer never saw any person that he did not see something good in. It is not clever to use a microscope to discover scars and deformities. What we diligently search for we generally find."





## *Repeat Business*

**S**HREWD studio owners, presenting their product in high-class, newly styled photo mounts, are reaping benefits in prestige and profit. A well-mounted photograph is a constant and fruitful reminder of the studio which furnished it.

Repeat business comes naturally, the quality invites it, and, today . . . it is again a quality market.

Write us if you are not on our calling list.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors*

# Resolution

**W**HEREAS, The American Photographic Industry has made rapid progress during the past two years, with the result that Still and Movie photographic apparatus, equipment, accessories and supplies of quality, manufactured in the United States, now provides the only competition for the European photographic industry, and

**W**HEREAS, We know from experience that large quantities of photographic equipment and supplies formerly came from European countries, and

**W**HEREAS, In a majority of cases a relatively small amount of raw material is needed to manufacture such equipment (in comparison with the retail selling prices of the finished articles) in which the highly skilled labor involved—in the manufacture, distribution and retailing—represents a major portion of the total cost: For illustration, fifty cents worth of remelt aluminum is used in the manufacture of a camera, which retails at from \$50 to \$200, and

**W**HEREAS, The inability to obtain raw materials will cause the American photographic industry to close down in whole or in part, thus disorganizing its specially trained personnel, and this in turn will cause the United States to lose its present ability and leadership in producing these highly specialized products; and, further, the disorganization of the industry will result in the scattering of thousands of people through the country who are engaged in the retail photographic trade, which will retard and handicap the industry as a whole, and

**W**HEREAS, Foreign countries, during the period of armament, and in the present state of war, recognized the importance of the photographic industry to themselves, and allowed continued manufacture of photographic products for, and delivery to, home markets, as well as to world markets, including the United States, and

**W**HEREAS, If the American Photographic Industry continues to be handicapped by inability to procure raw materials, with the net result that the markets being built up and held by the continued production and activity of the foreign photographic industry will provide them with a major advantage when hostilities cease, it will be a severe detriment to the American Photographic Industry; therefore, be it

*Resolved*, That the officers and members of The National Photographic Dealers Association, Inc., earnestly recommend that our Government give careful consideration to the needs and requirements of the American Photographic Industry and Trade, not only as a matter of protection to the interests of the said industry and trade, but from the standpoint of Photography's importance in all walks of life, and in all branches of achievement, and, be it further

*Resolved*, That a copy of this Resolution be forwarded to: The National Defense Advisory Commission; Supply Priorities and Allocations Board; and Office of Price Administration and Civilian Supply.



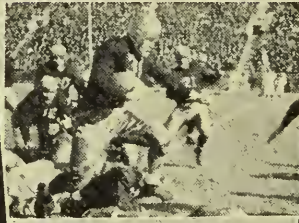
# ALL WITH THIS 1 LENS....



GROUP  
PHOTOS



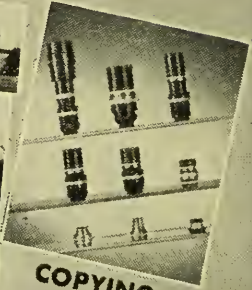
HOME PORTRAITS



ACTION SNAPS



ENLARGING



COPYING



WOLLENSAK SERIES II  
f4.5 VELOSTIGMAT

Leading photographers find the Wollensak Series II *f*4.5 Velostigmat one of the most versatile lenses. With this all-around high speed anastigmat your one camera virtually becomes five separate instruments. Compactness and true perspective for *home portraiture*. Flat field for *group photos*. Speed for *action shots*. And so fine optically that it is regularly used for *copying* and *enlarging*.

The Series II *f*4.5 is a modern lens designed to advance your artistry, help you get business.



## WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

# WOLLENSAK

WRITE FOR  
FREE BOOK

# We Quote You the Federal Excise Tax Law . . .

**R**EG. Sec. 320.33. *Articles made of, or ornamented, mounted or fitted with, precious metals or imitations thereof.*—The tax is imposed on the sale at retail of any articles, as distinguished from those articles commonly or commercially known as jewelry as described in section 320.31, which are made of, or ornamented, mounted or fitted with, precious metals or imitation thereof. The term “precious metals” includes platinum, gold, silver, and other metals of similar or greater value. The term “imitations thereof” includes platings and alloys of such metals. Any article, for example *photographic frames*, book ends, ash trays, vanity cases, mesh bags, cigarette cases, etc., glassware, china, pottery, and like articles, which is ornamented with gold, silver, or other precious metals or imitations thereof, is subject to the tax. . . .

*Reg. Sec. 320.34. Watches and Clocks.* The tax is imposed on the sale at retail of watches and clocks or cases and movements therefor. The term “watches and clocks” includes all time measuring devices whether actuated by weights, springs or electrical energy.

*Reg. Sec. 320.60. Returns.* Each person required to report a tax on the sale of any of the articles covered by these regulations must make a return on Form 728A in accordance with the instructions thereon. The return must be made in duplicate under oath for each calendar month and must be verified before an officer duly authorized to administer oaths. If the amount of the tax is \$10 or less, the return may be signed or acknowledged before two witnesses instead of under oath. Such return, together with the tax, must be filed with the collector of the district in which is located the principal place of business of the taxpayer (or, if he has no principal place of business in the United States, with the collector at Baltimore, Md.), on or before the last day of the month following that for which it is made.

When the last day of the month in which the return is due falls on Sunday or a legal holiday the return may be filed with the collector of internal revenue, or his authorized representative on the next secular or business day. A return must be forwarded to the collector of each month *whether or not any liability has been incurred for that month*. If a retailer ceases business the last return should be marked “Final return.”

*Reg. Sec. 320.61. Payment of taxes.* All taxes are due and payable to the collector of internal revenue, without assessment by the Commissioner or notice from the collector, at the time fixed for filing the return. If the tax is not paid when due there shall be added as part of the tax interest at the rate of 6 percent per annum from the time the tax became due to the actual date of payment or assessment, whichever is prior. For provisions with respect to interest generally, including interest on assessments, see section 320.67.

*Reg. Sec. 320.62. Records.* Every person required to file a return and pay a tax on the sale of an article at retail, shall keep on file at his principal place of business, or some other convenient or safe location, accurate records and accounts of all transactions. Evidence with respect to sales at retail for export, or shipment to a possession of the United States, and sales at retail to States or political subdivisions thereof, upon which no tax is due, must be maintained.

(Continued on Page 9)



## Phaotron (Super Imposed Type) RANGE FINDER

High grade precision construction of this guaranteed optical instrument insures sharp, exacting (in focus pictures). Designed to meet the demand for a dependable shock-proof unit. Molded bakelite case and dial, production methods, equipment and facilities make possible this better military type range finder at a lower price.

Complete with camera attachment bracket, shoe for those cameras not equipped, and a genuine fine grain leather carrying case.

Only \$4.25

## Industrial X-Ray Film Developing Hangers

Size	Price
3½x10	\$2.75
4x10	2.75
4½x10	2.75
4½x15	2.75
3½x17	2.75
4½x17	2.75
5x7	2.75
5x12	2.75
6x10	2.75

We also now have available the Eastman 4x10 Combination Industrial X-Ray Film Developing Hanger, priced at \$3.00.

This hanger is of channel type construction and will accommodate three 4x10 or 4x5 films or three 3¼x4 Lantern Slide plates.

We feel sure that we now have a stock of X-Ray film exposure holders and developing hangers in sizes sufficient to meet the needs of industrial X-Ray Photography.

## Kodak Industrial X-Ray Film Type A

This is the name of a new Eastman product and is intended for industrial X-Ray use for direct exposure or for use with lead screens.

Because of the combination of relatively fine grain structure and the ability to produce high contrast, it is the most suitable film for X-Ray or light alloys such as aluminum and magnesium at voltages from 75 to 150 Kv.P. It is also recommended for radiography with 1,000,000 volt X-Ray equipment.

Inasmuch as the new film contains all the desirable characteristics of Eastman Fine Grain X-Ray Film previously announced, and has greater contrast and higher sensitivity, the manufacture of the former Fine Grain X-Ray Film will be discontinued to be replaced by the new product.

## ALL-PURPOSE TRIPOD Has 3 Outstanding Features

- 1 New patented legs TWIST to shorten or lengthen.
- 2 Needle tips reversible to rubber tips for indoor use.
- 3 Sliding center tube for quick height adjustments.

Excellent design followed out by a perfect choice of materials in its manufacture to give long-term use.

A sliding center tube makes exact height adjustments possible quickly without necessity of moving the legs. New, patented legs *twist* to shorten or lengthen.

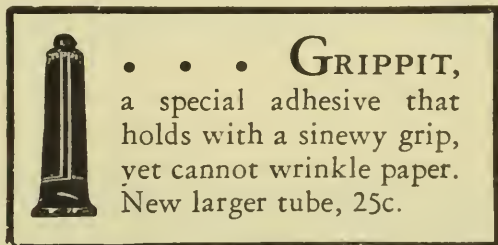
Legs are easily spread or closed.

Top is easily removable.

The Stand is finished smartly in grey.

Needle tips are reversible into rubber tips for indoor use.

\$15.00



• • • **GRIPPIT,**  
a special adhesive that  
holds with a sinewy grip,  
yet cannot wrinkle paper.  
New larger tube, 25c.

## EXCISE TAX

(Continued from Page 7)

*Reg. Sec. 320.62. Records.* The records shall contain sufficient information to enable the Commissioner to determine whether the correct amount of tax has been paid. Such records shall at all times be open for inspection by internal revenue officers, and shall be maintained for a period of at least four years from the date the tax became due or, in the case of tax-free sales, for a period of at least four years from the last day of the month following the month in which the sale was made.

*Sec. 2409. Penalty for Representation That Tax Is Not Passed On.* Whoever in connection with the sale of lease or offer for sale or lease, of any taxable article under this chapter, makes any statement, written or oral, in advertisement or otherwise, intended or calculated to lead any person to believe that the price of the article does not include the tax imposed by this chapter, shall on conviction thereof be punished by a fine of not more than \$1,000.

(All readers are urged to procure from the Superintendent of Documents, Washington, D. C., a copy of "Regulations No. 51, 1941 Edition, Relating to the Retailers' Excise Taxes, Chapter 19 of the Internal Revenue Code." The price of the above booklet is 10c.)

### Notice—Price Reduction

With the price of all photographic equipment now increased, it is a pleasure to announce that the Specialty Lamp Adapter has been reduced from \$1.50 to \$1.00. This is a patented accessory which permits you to use Radiant or other standard bulbs in Bell & Howell projectors which heretofore required the use of factory prepared bulbs sold at a price higher than you would pay for lamp.

Dealers will now find distribution of projection bulbs more profitable for users of projectors will more readily be able to obtain replacement bulbs of standard design. When you order please tell us, if you desire the large ring or small ring, according to the size of the lamps for which adapters are wanted. Remember the new price!!

### Service Bulletin No. 31

This is the latest service bulletin which was prepared with reference to the use of Infra-Red flash bulbs. Photographers and dealers will find the information helpful as the basis of general use of these lamps, and we will be glad to send one or more copies on your request.

### Greeting Folders

The "AVE" is a nice Christmas design made of fine antique-finished paper, double folded to a four-page thickness, measuring  $4\frac{3}{8} \times 5\frac{1}{8}$  outside with cut out  $2\frac{1}{16} \times 3\frac{1}{16}$  either vertical or horizontal. An appropriate Christmas message is printed on the inside page. The price is very modest, considering beauty and quality. Complete with matching envelopes—\$3.00 per 100.

The "FRIENDSHIP" is an entirely new conception in Greeting Folders, exactly adapted for the studio to bring in extra dollars. The word "Greeting" is lattice cut from the paper so that it stands out in unique relief from the print beneath. The inslip opening is  $3 \times 4\frac{1}{2}$ , for vertical  $\frac{1}{2}$  of  $5 \times 7$  prints. The material is Gross' exclusive "Eye - Conditioned" paper which greatly enhances the beauty of the print. Price \$7.50 per 100, including matching envelope. Outside size— $5\frac{1}{2} \times 7\frac{3}{4}$ .

The "EVERYDAY" Greeting Folder, as its name implies, is for use throughout the year. Constructed like the "AVE," with space for written message on the inside page. Made with two openings: No. 223 Vertical, and No. 323 Horizontal, both with  $2\frac{1}{16} \times 3\frac{1}{16}$  cut out. Also made in No. 34 Vertical and No. 43 Horizontal. Price \$3.00 per 100 in either size, including matching envelopes.



# 24K Gold Plated Miniatures

in Book-Style Genuine Leather Cases



## SINGLE

### Black Leather Case

Wine or Blue velvet lining  
Convex glass

No.	Size	Price
314-S	2 $\frac{5}{8}$ x3 $\frac{3}{8}$ square....	\$5.50
316-S	2 $\frac{5}{8}$ x3 $\frac{3}{8}$ oval.....	5.50
315-S	3 $\frac{1}{4}$ x4 $\frac{1}{4}$ square....	6.00
317-S	3 $\frac{1}{4}$ x4 $\frac{1}{4}$ oval.....	6.00



## DOUBLE

### Black Leather Case

Wine or Blue velvet lining  
Convex glasses

No.	Size	Price
314-D	2 $\frac{5}{8}$ x3 $\frac{3}{8}$ square....	\$7.50
316-D	2 $\frac{5}{8}$ x3 $\frac{3}{8}$ oval.....	7.50
315-D	3 $\frac{1}{4}$ x4 $\frac{1}{4}$ square....	8.00
317-D	3 $\frac{1}{4}$ x4 $\frac{1}{4}$ oval.....	8.00



# Practical Suggestions for the Graphic Arts Worker

## Filters for Use with Kodalith Ortho Materials

For general purposes no filters are required for Kodalith materials. Occasionally it may be necessary to make use of a yellow K2 filter to increase contrast. This is true of yellowish copy or when blue printing is used. With white flame arcs and the K2 filter about three times normal exposure is required. For most practical purposes no other filters are necessary.

Kodalith Ortho materials should not be used for color separation work. However, should the necessity ever arise it might be possible to separate blue lettering from green or vice versa.

## Filter Factors

The filter factor indicates the number of times the exposure must be increased when using the filter over the exposure required without a filter. Factors are not determined by or dependent solely on the spectral transmission of the filter. The characteristics which control the factor for a given filter are the quality of the illumination used and the type of photographic material. Factors for the more common filters are printed on a card enclosed with each package of panchromatic film or plates. They are determined by actual test under very rigid conditions of standardization. However, since they are used under varying con-

ditions in the studio, the published factors must be considered only as guides.

## Modern Masking Method of Correct Color Reproduction

This method is a strictly photo-mechanical means of making satisfactory color reproductions.

The main reason why color correction is required to produce satisfactory results is that synthetic pigments are not yet sufficiently pure in color. The best process inks do not sufficiently absorb the colors they should absorb, nor do they sufficiently reflect the colors they should reflect. For example, the "blue" ink, which is farthest from perfection, reflects only 42 per cent in the blue-green region, whereas it should reflect 100 per cent. If nearly perfect inks were available, it would be possible to make the screen plates directly from the original color-separation negatives.

With the Modern Masking Method, the three-color separations are made in the usual way, and the black plate is made on an Eastman Infra-Red Sensitive Plate through the 88A filter. The use of the Infra-Red Plate for the backs depends on the fact that most colored pigments or dyes reflect a high percentage of infrared to make a black plate which, in many cases, needs no retouching.

The Modern Masking Method re-

(Continued on Page 13)



## X-Ray Hangers

### No. 3 X-Ray Film Developing Hangers

Stainless Steel, with 16" crossbar—  
For use in deep tanks.

#### Sizes

5x7.....	\$1.35
6½x8½.....	1.45
8x10.....	1.45
10x12.....	1.60
11x14.....	1.85
14x17.....	2.15
7x17.....	1.60
5x12.....	2.95
6x10.....	2.95

#### Industrial Sizes

Each hanger holds two films.

#### Sizes

3½x10.....	\$2.95
4x10.....	2.95
4½x10.....	2.95
4½x15.....	2.95
3½x17.....	2.95
4½x17.....	2.95

Combination 4x10 Industrial X-Ray  
Film Developing Hanger, \$3.20

## De-Jur Versatile II Enlarger

It is lighttight, ventilated, has two 5" condensers, heat absorbing filter; ball-bearing counter-balance support; accommodates all negatives up to 3¼x4¼"; interchangeable lens-board, dual controls, micrometer scales; die-cast construction.

Can be used as an enlarger, for wall projection, for copying and title making, photomicrography, 3-color work, as a 2¼x3¼" camera; and it is rugged, beautifully designed, fully guaranteed, and all electrical parts are underwriter approved.  
List price .....\$67.50

## Coming to San Francisco?

As a warning to our friends who may intend to drive to San Francisco, we remind you that the 55 miles an hour speed limit does not apply while driving over either of the two bridges. The speed limit on the bridges has been placed at 45 miles.

Visitors from the south are reminded that, during the peak hours on the Bay-shore Highway, the limit has likewise been established at 45 miles an hour.

## Worth Trying

Many of our friends may use the Pako High-Gloss solution in connection with glossy print developing. It is suggested that as soon as you receive a container of this solution, you transfer the contents from a metal container to a glass one.

If a precipitate should appear in this solution it may be filtered off without detrimental effect to the glazing properties of this solution.

## Good News For You— But Not For Us

Regularly established photographers can now obtain sensitized paper products at a schedule more favorable to them.

The new prices are quoted only to recognized and regularly established photographers, who are invited to prepare an order for mounts, frames, chemicals, sundries, accessories, and include their order for sensitized paper. Send your order to HIRSCH & KAYE and enjoy the benefit of shipment from one source.

## Kalart Catalog

An edition of the new catalog of Kalart products has arrived and we find it so helpful and attractive that additional copies have been ordered. There is considerable cost involved in the preparation of a catalog of this kind and we can understand why our supply will be limited. We hope to have at least several to send to those who send their request.

## Graphic Arts Filters

(Continued from Page 11)

quires only two masks (for the "red" and yellow printers), which are simply contact prints, or positives, of the "blue" negative. These masks are made on Eastman 33 Plates and exposed and developed for a density range considerably less than that of the denser green and blue filter negatives with which they are placed in contact. When these masks (which are weak positives) are placed in contact with the denser negatives, the result is corrected negatives of shorter density range than the uncorrected negatives. These negatives are used to make positive and screen negatives, and the rest of the process is carried out in the usual way.

In order to carry out this process successfully, it is essential to control each step in the process by careful measurement of densities. The Eastman Transmission and Reflection Densitometer, Model B, lends itself ideally to this work. With this instrument, it is a simple matter to make accurate density measurements on transparencies, paper, or metal printing plates.

### Color Prints and Transparencies

Kodachrome Film is the ideal medium for the making of color transparencies. Kodachrome Professional Film is supplied in cut sheet sizes up to 11x14, supplementing the miniature sizes for use in Kodak Retina, Kodak Bantam Special, and similar cameras. Transparencies or prints on paper can be made from three stained gelatin reliefs on Eastman Wash-Off Relief Film. Instructions for handling Eastman Wash-Off Relief Film and the special dyes used with it will be sent promptly on request.

Mrs. Idabel Duncan Groesbeck, photographer, of Sacramento, California, recently paid us a visit.

Mr. and Mrs. John L. Parker, Richmond, have just returned from a lengthy vacation which included a tour of the eastern states. They were away for approximately six weeks.

Mr. and Mrs. Murle Ogden paid us a visit on their way to and from an extended tour of the United States and Canada. Mr. Ogden has photographic studios in Honolulu, Hawaii.

Mr. George Ball, owner of Mathews Studio, in Yreka, California, called on us during a business trip to San Francisco.

L. B. Haneman, photographer at Battle Mountain, Nevada, is practically 76 years of age and claims to be the oldest man in the business in his state. Has anyone a better claim to the title?

John Charles Cilley arrived October 8 in the household of Mr. and Mrs. Earl Cilley of Marysville. John has an older sister who, in time, will take care of him and keep him out of mischief.

## Zephyr Print Embosser

This is a timely accessory, especially useful in the production of greeting cards. It is made of metal and consists of a block or frame long enough to hold an 8x10 print. Along one end is a celluloid ruler marked in fractions of an inch. An adjustable sliding steel guide is clamped to the platform parallel to the ruler but you can adjust the space or margin as you may want it at any time.

You slip your print over this guide and then use a curved pointer or stylus for edge embossing. This printer is far superior to any other printer, as it permits you to have a clean-cut union where two lines meet at an angle. The price is only \$3.50 and, as we so often hear, the supply is limited.



# Testor's Paper Cement

Instant Drying

Non-Wrinkle

Stainless

Transparent

Temporary or Permanent Mounting

For Office, Studio and School Use

If you use or sell adhesives you should add Testor's Paper Cement to your stock. We do not claim for the product the qualities of other well-known brands but do suggest the Testor product for popular price use. It has characteristics quite similar to more expensive adhesives.

No. 8 Paper Cement, 1 oz. tube (5c) 2 doz. display carton.....	\$ .60 doz. list
No. 80 Paper Cement, 3 oz. tube (10c) .....	1.20 doz. list
No. 81 Paper Cement, 2 oz. jar with brush-in-cap.....	1.20 doz. list
No. 82 Paper Cement, ½ pt. jar with brush-in-cap.....	3.00 doz. list
No. 83 Paper Cement, Pint .....	4.80 doz. list
No. 84 Paper Cement, Quart .....	8.40 doz. list
No. 85 Paper Cement, Gallon .....	2.50 ea. list

Prices for resale quoted on application, if you will indicate the quantity you can distribute.

## MASTER TOUCH

RETOUCHING FLUID

REDUCING PASTE . . OPAQUE

If you have never used any of these Master Touch products try them now. Satisfied customers are our best advertisement.

### MASTER TOUCH

Retouching Fluid, 2 oz. jar.....	\$ .50
Reducing Paste, 2 oz. jar.....	.50
Opaque No. 0, 1 oz.....	.50
Opaque No. 1, 2½ oz. ....	.50
Opaque No. 2, 7½ oz.....	1.00
Opaque No. 3, 20 oz.....	2.00



## GRIPPIT

the first  
of all paper cements,  
is uniform, pure  
and won't burn.  
It's the Office Girl's Friend,  
it sticks things no end  
and is made  
by a first-rate concern.

**PROBUS** lends itself splendidly to the home production of wooden trays, sinks and similar receptacles used in photographic workrooms. Applied to wood fibre or similar compositions, tin or iron, it renders the materials proof against water, acid, alkali and rust. Used as a paint for shelves and floors, it means a clean, dry darkroom. Half pint trial tin, 45 cents.

## Important to You!

So that our customers will receive the efficient service to which they are entitled, this time every year we suggest that they specify first, second and even a third choice when they place their orders for Christmas requirements.

Because of the topsy-turvy condition of things in general in this trying period, it will be necessary to substitute frequently on your orders for supplies.

*Unless you definitely tell us not to substitute*, we shall endeavor to send you the nearest available, if the original is not in stock. Because of conditions beyond our control, it may be necessary to substitute an entirely different pattern of frame, mounting or surface of paper, etc., but you can be assured that we will do everything possible to fill the order to your satisfaction.

## Excise Tax On Photos

First, we want to emphasize the fact that there is no direct tax on finished photographs, aside from the state sales tax. This article is prompted by comment we have heard to the effect that in some instances photographers have misunderstood the excise tax law and have added 10 per cent to their bill.

There is no provision for the tax in the excise set-up and the only reason we publish these thoughts is that in the event a photographer wishes to add to his bill the amount of tax he paid on material he used, it may be found difficult to prove any amount of tax which may be charged.

It is generally accepted that the cost of material will average about 20 per cent of the amount of your invoice. The tax is 10 per cent on material, so, if you are inclined to add the tax, you should figure approximately one-fifth the amount of your invoice and then add 10 per cent of this amount.

Again, we take no position in favor of, or against, adding a tax to your bills. We merely present a general guide in the event you wish to use it.

## Wabash Lamps—Over the Counter

Our readers who retail Wabash lamps are reminded of the new nation-wide schedule at which Wabash lamps are sold to known professional photographers.

On Press 25 or No. 0 Super Flash lamps no discount is quoted on over the counter sales in any quantity. On other Super Flash and Super Flood lamps there is no discount on orders for eleven lamps or less. On an order for twelve or more lamps, the over the counter discount is 20 per cent.

Photographers desiring a compact price card listing the various sizes of Super Flash and Super Flood lamps can have a copy if they will send their request to us.

## Lustre Your Prints

In these days of growing shortages of photographic papers one can no longer be too choosy about the surface used. You may order a semi-lustre surface only to find a duller surface is the only paper available to you. In that event, you will find a tin of Probus Print Lustre a most timely aid, for Print Lustre will add a very desirable sheen or lustre that will give your pictures life and sparkle.

Probus Print Lustre is not a new product. It has been used by photographers for several decades. Some use it to clean and freshen old prints before they are copied. Others use it as a medium for oil colors. We know of some who use it as a retouching medium. Others will find increased use for it by creating possibly a new effect by lustring their pictures.

A half pint can will go far but will cost only 65c. It's worth having in your finishing room.



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Grey only

Print Size	Outside Size	List Price per 100
3x4	4 $\frac{3}{4}$ x 6 $\frac{3}{4}$	\$ 6.75
3x5	5 $\frac{3}{8}$ x 7 $\frac{7}{8}$	8.50
4x6	6 $\frac{1}{8}$ x 9	10.00
5x7	7 $\frac{1}{8}$ x 10 $\frac{1}{8}$	11.50
8x10	10 x 13 $\frac{1}{2}$	19.50
10x8	12 $\frac{1}{2}$ x 11	20.00
<b>KELSEY</b>		
3x4	4 $\frac{3}{4}$ x 6 $\frac{3}{4}$	\$ 5.00
3x5	5 $\frac{3}{8}$ x 7 $\frac{7}{8}$	6.25
4x6	6 $\frac{1}{8}$ x 9	8.00
5x7	7 $\frac{1}{8}$ x 10 $\frac{1}{8}$	9.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 $\frac{1}{2}$ x 8	7.25
4 x 6	7 x 10 $\frac{3}{8}$	10.00
5 x 7	8 x 11 $\frac{3}{4}$	11.00
7 x 5 Group	9 $\frac{1}{8}$ x 8 $\frac{1}{8}$	11.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{4}$ x 12 $\frac{1}{2}$	13.75
8 x 10	10 $\frac{3}{4}$ x 14	16.00
10 x 8 Group	13 x 11 $\frac{3}{8}$	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

## HIRSCH & KAYE

Distributors

# "Sussman Mounts Are Paramount"

## Jalmage Folders

Beauticoat Duplex Cover Stock  
Buff or White Shades

White or Buff Antique Stock Insert  
Deckle-Edge Cover

Slip-In Style

The outer surface of the cover is coated in a new fashion, the inside surface being rough antique to correspond with the antique insert stock. A platinum ink design on the cover enhances its attractiveness. The insert design, a double line effect, pleasingly frames your portraits. The insert design also features a plate sinking to lend it further distinction.

Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
*3 x 5	5½ x 8	7.75
*4 x 6	6½ x 9¼	9.50
*5 x 7	7¼ x 10	11.00
7 x 5 Group	9⅛ x 8⅛	11.50
6½ x 8½	9¼ x 12½	14.25
8 x 10	10¾ x 14	16.75
10 x 8 Group	13 x 11⅝	16.75

\*In stock. Other sizes to order.

Boxed in 100's—3x4, 3x5 and 4x6

50's all other sizes.



## Fargo Easels

Silver and Black Design  
Slip-In Style

Grey Shade Only

Coated Duplex Cover Stock, Coated Insert Stock  
Serrated Edge Underlay



A distinctive easel in modern design, typical of Sussman leadership in the Mounting field. It's moderately priced and the sizes will take care of all principal requirements for the easel style.

Print Size	Outside Size	Price per 100
3 x 4	4¼ x 6⅞	\$ 7.00
*3 x 5	4¾ x 6⅞	7.00
*4 x 6	5⅞ x 8⅞	9.00
*5 x 7	6¾ x 9½	10.25
7 x 5 Group	8⅞ x 7⅞	12.50
6½ x 8½	9½ x 12½	16.50
8 x 10	10 x 13½	19.50
10 x 8 Group	12½ x 11	20.00

\*In stock. Other sizes to order.

Boxed in 100's—3x4 and 3x5

Boxed in 50's—4x6, 5x7 and 7x5 gr.

Boxed in 25's—6½x8½, 8x10 and 10x8 gr.

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors



## Small Manufacturers and National Defense

Before many months have passed, a number of products popular and readily available a short time ago will be withdrawn from the market, due to the inability of the manufacturer to obtain material. The welfare and actual livelihood of many of our readers are contained in this situation.

Our purchasing records show that, although we obtain stock from approximately 300 sources, the great majority of these sources are small manufacturing establishments. Some employ only one or at most a few people. Of the total number of sources there are probably not more than a few dozen which might be considered large firms, in the usual sense. The scarcity of material, therefore, strikes hardest on these smaller firms, as they are most numerous.

In a recent conference between the head of the Division of Contract Distribution in the Office of Production Management and a Congressional committee, it was revealed that of the 184,000 manufacturing plants in this country approximately 72 per cent employ less than 20 workers, and a total of 10 per cent of all workers. These small manufacturing concerns need only 6 per cent of all the metals required today.

It would, therefore, seem that if an allotment of 6 per cent of output of metals were made to these small firms, many of which are not suited to be geared to the defense program, these firms could be kept in operation. When we read of the labor situation throughout the country as it affects the defense program, we wonder if this diversion of our metal output would be as serious a condition to the defense program as the time lost and cost of strikes. Our readers are certainly involved in this situation.

### For Sale

Portrait Studio in Oakland, Calif.  
Clearing \$200.00 monthly, ground floor.  
Box No. 2459

THE FOCUS

## Beattie Lamps Latest Prices

### Fluorescents

Model FPH, with Tubes.....	\$211.00
Model FDL, with Tubes.....	150.00
Model ARM, with Tubes.....	103.00
Above without Stand.....	82.00
Model FS, with Tubes.....	66.00
Above without Stand.....	50.00
Model HP, with Tubes.....	60.00
Above with Carrying Case.....	71.50
Beattie Overhead, with Tubes.....	80.00
Utility Overhead, with Tubes.....	32.00

### Spotlights

Super Boom-Lite, with Globe.....	\$102.50
Super Hi-Lite, with Globe.....	56.00
Above without Stand.....	40.00
Studio Hi-Lite, with Globe.....	34.00
Cine-Lite, less Globe.....	118.00
Sunspot, 18-inch, less Globe.....	79.00
Sunspot, 24-inch, less Globe.....	185.00

### Incandescents

News-Reel Floodlite, less Globe	
On Studio or Folding Stand.....	42.00
On Illustrator's Stand.....	48.00
Without Stand.....	31.00

### Miscellaneous

Studio Brite-Lite.....	\$ 21.50
Light Controls, set of 3.....	24.00
Folding Stand.....	12.00
Small Studio Stand.....	12.50
Illustrator's Stand.....	16.00
Motion Picture Stand.....	24.00

Above prices subject to change without notice.

For description, refer to Beattie Catalog marked "Second Printing" on second cover.

Frank Fourness, Sacramento, was married to Pearl Schroder on October 9. The newlyweds left for their honeymoon, which took them to the Eastern states. While in Pittsburgh they attended the Master Photo Finishers Convention, where they were greeted by fellow Californians Edgar McHugh and Nathan Reiman. The new Mr. and Mrs. Fourness arrived back home in their newly-acquired Buick which they bought in Flint, Michigan.

## Eastman Tri-X Panchromatic Plate, Type B

This is a soft gradation, long scale, high speed emulsion similar to Tri-X Film excepting for Type B sensitizing. This emulsion is recommended for making separation negatives from Kodachrome transparencies.

It will be supplied in the same sizes and at the same prices as Wratten Process Panchromatic Antihalation Plates.

## Lenses in Ilex Shutter

Kodak Anastigmat F 4.5 lenses No. 35 and No. 36 can now be supplied in No. 5 Ilex Universal Shutters in addition to other lenses in shutters.

No. 35 Lens in Ilex Shutter.....\$160.00  
No. 36 Lens in Ilex Shutter..... 208.00

## How to Address Gift Packages to Men In Service

Customers who wish to send photographic gifts to men in service will welcome the following official information as to how to address packages for parcel post mailing.

**ARMY**—Give name with rank, company, regiment, division (or other unit), army camp and state in which camp is located.

**NAVY** — Give name with rating or rank and name of ship. Address care of Postmaster, New York City or San Francisco. If in Navy yard or base, address to the yard or base in city and state where base or yard is located.

**MARINE CORPS**—Give name with rank, company, regiment, USMC. Address care of Postmaster, New York City. If attached to a ship, address to Marine Detachment, name of ship, care of Postmaster, New York City or San Francisco.

**COAST GUARD**—Give name with rating or rank, name of ship. Address care of Postmaster, New York City or San Francisco.

## Professional Films Discontinued

The following Professional Films are hereby discontinued:

Eastman Process  
Eastman Process Antihalation  
Eastman Commercial  
Eastman Commercial Matte  
Commercial Panchromatic  
Panchro-Press Antihalation

## Roll Films and Film Packs Discontinued

The following Kodak Roll Films and Film Packs are hereby discontinued. We shall continue to fill orders as long as the present supply lasts.

V128	PX130	PX522
V121	XX235	PX515
PX117	PX235	PX51
FX117	FX235	FX51
PX129	PX500	PX53
PX118	FX500	FX53

## No. 481 Film Assortment

6 rolls XX127 Kodak Super-XX Film at 32c.....	\$ 1.92
6 rolls XX120 Kodak Super-XX Film at 37c.....	2.22
6 rolls XX620 Kodak Super-XX Film at 37c.....	2.22
6 rolls XX116 Kodak Super-XX Film at 42c.....	2.52
6 rolls XX616 Kodak Super-XX Film at 42c.....	2.52
6 pairs Kodak Handy Reflectors and 6 Kodak Handy Measures at 20c.....	1.20
6 rolls V127 Kodak Verichrome Film at 26c.....	1.56
12 rolls V120 Kodak Verichrome Film at 32c.....	3.84
12 rolls V620 Kodak Verichrome Film at 32c.....	3.84
12 rolls V116 Kodak Verichrome Film at 37c.....	4.44
12 rolls V616 Kodak Verichrome Film at 37c.....	4.44

Usual trade prices apply.

\$30.72



*a frank statement  
to All chemical buyers...*

Gentlemen:

It is true that Uncle Sam is a heavy buyer, and his orders he insists must have preference.

It is true that at times raw material sources are insufficient for abnormal demands — that we may even have to report some chemicals temporarily off the market. That forces us to wait our turn and to ask our customers to do the same.

On the other hand, at such times as this, there is always more excitement than is justified — more urging to "buy now", "stock up before prices go higher", which over-stimulate what some call "the seller's market". We don't like the term. We don't want to feel, nor have you feel, that we are in control of the market. We are not — and can't be.

Therefore, let us emphasize this —

We shall keep our prices right.

We shall use every facility within our means to fill orders promptly, and our facilities are as good as the best. We shall never forget nor fail to appreciate the business you gave us when orders did not come easily. Such times will come again, and when they do, we want our present service to earn your future patronage then.

Cordially yours,

MALLINCKRODT CHEMICAL WORKS



MALLINCKRODT CHEMICAL WORKS, MALLINCKRODT ST., ST. LOUIS, MO.  
74 GOLD ST., NEW YORK • CHICAGO • PHILADELPHIA • TORONTO • MONTREAL

## Pako Hi-Gloss Solution

(CONCENTRATED)

**KEEP IN A COOL PLACE—DO NOT SHAKE**

### Properties and Uses

PAKO Hi-Gloss Solution has been specially designed for the job of preparing prints for glazing on PAKO Glossy Dryers. It is a cleaner and conditioner of highly polished drums. It prevents static electricity. It hastens the stripping off of the prints and improves their gloss. It neutralizes acidity, but it cannot overcome the persistent use of exhausted hypo or the constant practice of incomplete washing. Test the freshness of your hypo and the thoroughness of your washing at frequent intervals to prevent damage to your drum from "free" silver or acid and hypo. *Do not attempt to use substitutes!* They may ruin your drum surface.

### Directions for Use

All print surfaces should be thoroughly treated with the solution by careful agitation or individual handling. The bigger the batches and the larger the prints, the greater the care required. After treatment, the prints should be well drained before they are fed on a PAKO Glossy Dryer.

Keep immersion tray clean. If lint and dust accumulate in the bath, strain it through muslin so dirt will not be conveyed to the dryer on print surfaces.

If settlings appear in the gallon container, do not shake it, but pour the liquid carefully off the top, straining it through muslin or several thicknesses of cheese cloth. We suggest that you transfer the contents of the can to a glass bottle, in which it can be more readily observed.

### Formulae

FOR PAKO PRINTMACHINE—4 oz. Hi-Gloss Solution in 4 gals. of water. This will treat about 2500 prints.

One gallon of concentrated Hi-Gloss Solution will treat about 70,000 prints.

**1/2-gallon can, \$2.65**

**1-gallon can, \$5.00**

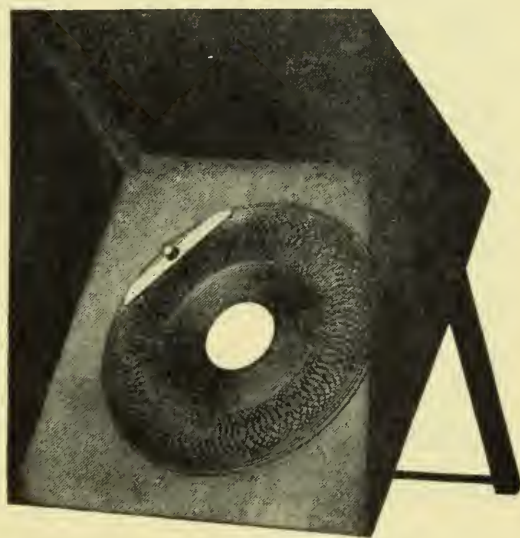
## Nega-File

This is the trade name of a line of storage boxes and files for negatives from 35 m/m to 5x7. The 35 m/m line is unusually handy for both slides and strip film.

Dealers have welcomed our introduction of the NEGA-FILE line, which we distribute, and all camera shop owners are invited to ask us for illustrated and descriptive folders.

## Williams De Luxe Retouching Stand

**Incorporating the Famous Williams Revolving Negative Holder and Protector**



For either the Solid Negative or the Flexible Negative method of Retouching. (For the latter, remove ground glass and attach to back of the Revolving Negative Holder.)

*Has features found in no other retouching stand at any price. Check these additional features.*

Portable—folds to 16" x 16" x 1 1/4".

Light weight—3 lb. 4 oz.

Adjustable pitch.

Removable canopy or hood.

Holds up to 11x14 negatives.

Keeps negatives free from scratches and finger marks.

**\$5.50**



## “Babson on the War’s Effect”

“Letters are coming to me from manufacturers, merchants, salesmen and others asking as to how the war will affect their businesses. These people see so much in the papers about priorities, control of raw materials, manufacturers’ restrictions and the like, that they are thoroughly scared. They wonder whether they will have the goods to sell and whether people will be in a buying mood if they do have goods to sell.

*“The first thing to remember is that human nature cannot be changed by legislation.* During World War I we shut down on Sunday motoring, but the money went into silk shirts instead of into gasoline. In England, they first shut off the sale of cosmetics to English working girls. The authorities soon found out, however, that unless the girls could buy what they wanted the production of munitions fell off.

“I repeat: *No government restrictions can change human nature.* This means that industries can’t be killed. People will change their habits of riding from a stagecoach to a railroad train and from a railroad train to a bus or airplane; but the transportation industry is fundamental. Those who stick to their industry but are willing to change their methods are, in the long run, successful. Do not give up the business or line of work for which you are trained because a government official says ‘Boo’ to you and tries to scare you.

“There is something more in this connection, however, which we should now remember. It is this: Notwithstanding the changes from candles to kerosene and to gas and electricity, more kerosene is sold today, and more gas is sold today than ever before in history. This means that even some of those who remained in these ‘vanishing’ businesses are making millions because they developed new uses for their products.

“A famous magazine publisher interested in developing national advertising once gave me the job of discovering some industry in which no one was then making a fortune. I spent a year on the quest, traveling thousands of miles and making all kinds of inquiries. I was absolutely unable to find a single industry in which some one, somewhere, was not making millions. Certainly, this proves that it is the man rather than the industry which determines success or failure.

“If you lack courage and imagination, better get a job with the government, or enlist in the army, as soon as possible. These are two fields where you need do only what you are told and you will get your pay check just the same at the end of every month. *If, however, you have courage and imagination and are willing to use your mentality and your shoe leather, you need not fear how the war will affect your business.*”

—ROGER BABSON

## Need For Better Management

There has been no greater demand in the history of this industry than there is today for sound and intelligent business management, both in the manufacturing and in the retailing of photographic merchandise.

This industry, both in the manufacturing and in the retailing end, is being swept along with the current economic tide that has and will continue to affect the business structure of all industries. The force is far too great for individuals to cope with. However, there remain ways and means of accepting these changes and diverting them to your own advantage.

A year ago dealers were worried over the problem of cut prices and Fair Trade. Today this situation is entirely reversed and dealers now are finding that it was not only unhealthy but very uneconomic to give their merchandise away.

It would be wise to remember that the chiseler or the bargain hunter is the man who doesn't care whether you stay in business or not. He doesn't want you to get a fair price for your goods. So why in heaven's name should you cut prices for him?

This new tax law will undoubtedly have a sobering effect upon many of those dealers who made cut prices the store policy.

Every dealer has a right to make a fair profit on his merchandise. This also applies to the manufacturer. The solution to the present situation is to check the management end of your store and to sound out the defects in your merchandising program.

Business in general is being affected in many ways by new government controls on production and prices. Producers of non-defense goods are able to get only limited amounts of material they want and, in many cases, have been compelled to reduce production.

Every dealer must face the facts of this shortage situation. There will be a lack of many items on this Christmas list, but you will find that deliveries in many lines will be available, and you should devote your time and effort to the exploitation and promotion of those lines that you do have or can get.

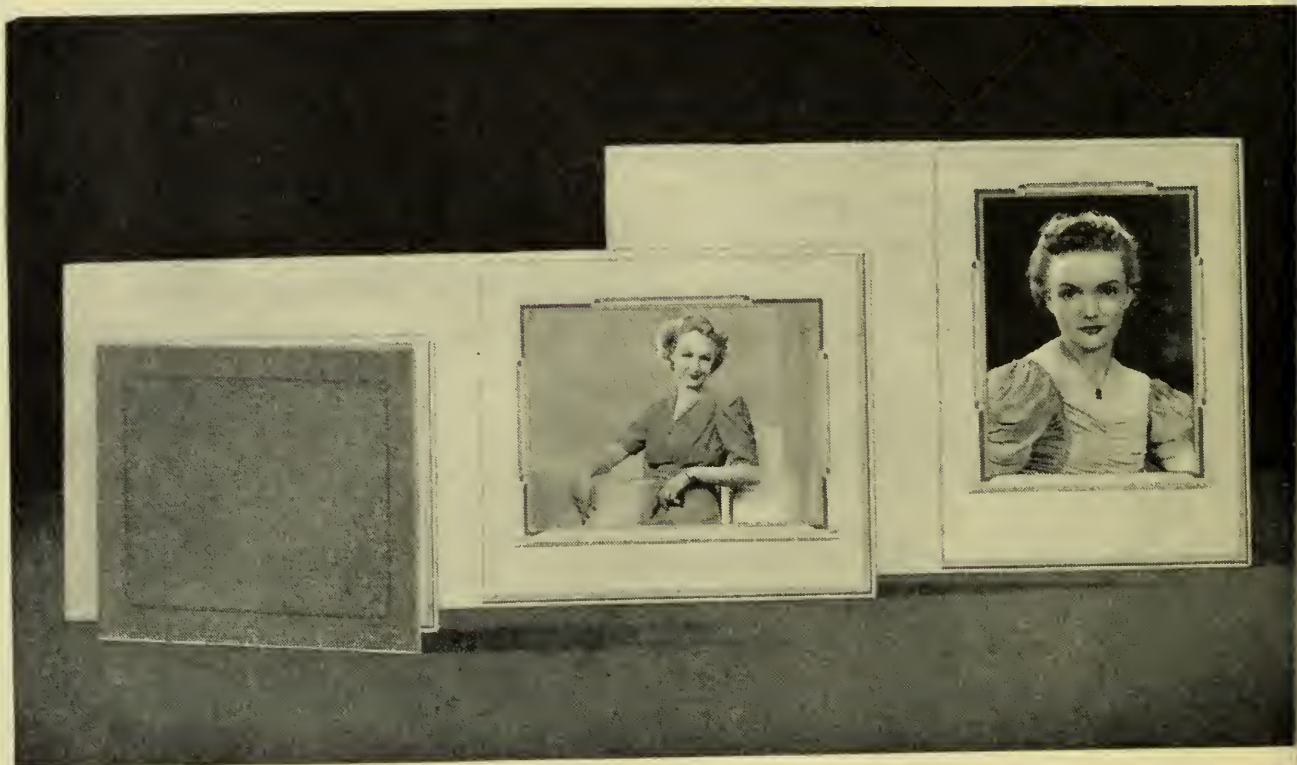
Sell your goods at a fair profit, but under no circumstances take it upon yourself to profiteer. Get a fair price, so you can make a fair profit.

Prepare your organization to meet the Christmas season with the best possible sales effort. Utilize sound business judgment in the conduct of your daily business.

It seems to me that the one great need in this field is the need for better business management in the conduct of photographic retailing. Build your store on a solid foundation. Make it the *Photographic Institution* in your community.



*for holiday business*



## THE SYMPHONY

The embossed scroll design, finished in pastel shades, and the treatment of the border lines are a departure—just what you need to give your portraits a new setting.

In all standard sizes, 3x4 to 8x10, upright and horizontal—available through your stockhouse.

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## Jerry's



## Corner

By Himself

Has any one of my friends got a green hat more than they should have?

Don La Grange was making the rounds in town and some place along the line left one hat—green—size 7 $\frac{3}{8}$ .

If the finder will telephone Don, or leave word with Manuel, the shipping clerk, he'll see that Don gets the hat. You wouldn't want him to run around in this rainy weather without a hat, would you?

Next time you want to buy something, just look in the classified ads in the phone book. You'll be surprised what you'll learn. There's an index on the top of each page that will help you find what you want.

You'll find Ambulance Service under APA and birds are BLU.

Bookkeeping is under BOO and beer taverns under BEE.

Need brakes? Look under BRA.

Here's some more:

Caterers, under .....	CAT
Cameras, used .....	CAN
Cigars .....	CHU
Cold Storage .....	COF
Diamonds .....	DIE
Drinking cups .....	DRI
Filing cabinets .....	FIB
Food products .....	FOO

Fountains, soda .....	FRE
Funeral directors .....	FUN
Ginger ale manufacturers .....	GAS
Hair removing .....	GYM
Hardware .....	HAT
Hotels .....	HOT
House moving .....	HOU
Ice cream .....	IMP
Income tax .....	INK
Japanese goods .....	JA
Jewelry .....	JE
Maps .....	MAN
Mattresses .....	MEA
Office Fixtures .....	NUT
Overalls .....	OUT
Pajamas .....	PAP
Pearls .....	PET
Pickles .....	PIL
Radios, auto .....	RAG
Railroads .....	RAN
Salt .....	SAN
Sand .....	SAL
Sanitariums, liquor .....	SAU
Sausage casing .....	SAV
Stevedoring .....	STO
Whist clubs .....	WIN

And after Perfume, you'll find Pest Control—and that's where it should be.

—JERRY



## STUDIO FOR SALE

Well equipped for Portraits, Commercial Work and Photo Finishing. Long established, on main street, opposite theater, in good payroll town. Price, \$1750, half cash, balance terms, low rent. This is \$1000 less than actual inventory. Or will trade for studio of equal value in good college town.  
H. G. FREDERICK, Fort Bragg, California.

## Photographers

Write for 1941 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## FOR SALE

Southern California studio in city of 12,000, serving 70,000. For sale only because of death of owner.

Box 2457

THE FOCUS

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600 cash.

Box 2456

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and Circuit Work.  
Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

The best  
by test.

## STUDIOS FOR SALE

Glendale and Pasadena, at fraction of value. Holiday business should pay for them. Cash receipts for past ten years have averaged, per year: Pasadena, \$7180; Glendale, \$6340.

HOWLETT STUDIOS  
114½ E. Broadway, Glendale, California

## FOR SALE

Studio and Camera Shop—Town of 7500 population. No local competition. For details write S. M. HURST, Madera, California. Telephone 779.

# Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

Description and illustration of any article gladly sent on request.



Cooke Wide Angle Primoplane Lens, in barrel, 4", F6.5.

Bargain Price .....\$27.50

Gundlach Ultrastigmat, in barrel, 2", F1.9.

Bargain Price .....\$15.00

Carl Zeiss Tessar, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

Hugo Meyer Kinoplasmat, in barrel, 2", F1.5.

Bargain Price .....\$45.00

Two Morrison 6" Wide Angle Lenses.

Bargain Price.....\$3.50 each

B. & L. Wide Angle Protar, in barrel, cover 4 1/4 x 6 1/2.

Bargain Price.....\$17.50

Bausch & Lomb 1c Tessar, in Ilex Universal shutter, 2 1/4 x 3 1/4, F4.5.

Bargain Price.....\$19.50

Barre Rapid Portrait, F5—5" to 6", in barrel.

Bargain Price.....\$4.95

10" Darlot Lens, in barrel.

Bargain Price.....\$4.95

5x7 Wollensak Series A Portrait F5 Studio Shutter.

Bargain Price.....\$12.95

25" F6.3 "Barrel" Voightlander, 1—water house stop.

Bargain Price.....\$12.95

6 1/2 x 8 1/2 Cephaloscope, 11 1/2", F5, in barrel.

Bargain Price.....\$9.95

Carl Zeiss Protar, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price.....\$27.00

## SPECIAL OFFER

We have on hand the following assortment of Novabrom paper, outdated, which is offered at the following net prices. All Glossy, single eight.

	Gross, Net
6 gross 6 1/2 x 8 1/2 Novabrom No. 10 Vig .....	\$2.75
8 gross 6 1/2 x 8 1/2 Novabrom No. 10 Normal .....	2.75
2 gross 7x9 Novabrom No. 10 Normal .....	3.00
3 gross 8x10 Novabrom No. 10 Extra Vigorous .....	3.75
2 gross 11x14 Novabrom No. 10 Xtra Vig .....	7.00
2 gross 11x14 Novabrom No. 10 Normal .....	7.00
1/2 gross 11x14 Novabrom No. 10 Xtra Vig .....	3.75



# BARGAINS

**Gundlach Wide Angle, 8x10.**

**Bargain Price.....\$8.50**

**6½", F6.3 Ansco Anastigmat, Acme shutter.**

**Bargain Price.....\$19.50**

**4¾", 110° Radar Wide Angle, in barrel.**

**Bargain Price.....\$27.50**

**6¾" F6.3 Seneca Anastigmat, Optimo shutter.**

**Bargain Price.....\$10.50**

**4¾" F4.5 Bausch & Lomb, in ring compur.**

**Bargain Price.....\$27.50**

**2" F4.5 Novar Anastigmat, in Telma shutter.**

**Bargain Price.....\$10.00**

**4⅛" F4.5 Foth Anastigmat, in shutter.**

**Bargain Price.....\$12.50**

**Mergon Cold Enlarging Light. Needs no condensers. For use with 6½x8½ negatives or smaller.**

**Bargain Price.....\$16.50**

**5x7 Graflex Film Magazine, in fine condition.**

**Bargain Price.....\$14.50**

**Pako A Printer with foot pedal and paper cabinet. Fine condition.**

**Bargain Price.....\$72.00**

**Elkay Water Filter, fits the faucet.**

**Bargain Price.....\$2.50**

**Kodascope, 8 mm. Model 50, uses 300 watt lamp in case. Fine condition.**

**Bargain Price.....\$27.50**

**Century No. 2 Sliding Ground Glass Carriage with one 8x10 back and one 5x7 back. Like new.**

**Bargain Price.....\$49.50**

**Sunray No. 40 Studio Lamp, designed for 2 No. 4 flood bulbs or two 1000 watt T 20 lamps. Has high, low and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.**

**Bargain Price.....\$37.50**

**10x12x5 Sterling White Enamel Hypo Tank. Perfect condition.**

**Bargain Price.....\$4.75**

**Johnson U 19 Ventlite and stand. Cabinet measures 24x19x14. Designed for No. 4 flood, 1000 watt or 1500 watt lamp and mounted on 7-foot studio stand.**

**Bargain Price.....\$44.50**

**Kodak Auto Focus Enlarger, 4x6 negative carrier and KA lens.**

**Bargain Price.....\$17.50**

**9½ x 17½ x 42" Stoneware Tank without bottle drain.**

**Bargain Price.....\$12.50**

**9½x17½x42" Stoneware with top and bottom outlet.**

**Bargain Price.....\$15.00**

**8x10 Eastman 2D View Camera with 29" bellows, carrying case and one film holder.**

**Bargain Price.....\$45.00**

**"The Complete Press Photographer," by Bell, with many illustrations of valuable, newsy subjects.**

**Bargain Price.....\$1.25**

**4x5 to 3¼x4 Lantern-size Wood Reducing Kits.**

**Bargain Price.....15c each**

**Beattie Mini Pan Lamp on Studio Roller Stand with counter-balance, lifts lamp to 6½' height and takes 1500 watt lamp, in condition like new.**

**Bargain Price.....\$79.50**

# BARGAINS

**No. 3 Ideal Print Washer** for 11x14 and smaller prints.

**Bargain Price**.....\$6.50

**16x20x6 Sterling White Enamel Hypo Tank.**

**Bargain Price**.....\$8.50

Copy "**Natural Color Processes**," by Carleton E. Dunne. Color separation negatives. Chromatone process, Dufay color, Agfa color and many other processes. 5½"x8", cloth bound.

**Bargain Price**.....\$1.50

**Eastman Studio Scale.** Like new.

**Bargain Price**.....\$3.25

**R. O. C. Retouching Desk** with reflecting mirror and in fine condition.

**Bargain Price**.....\$5.95

**Emerson DC Motor**, 1/20 H. P. 1750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

**Bargain Price**.....\$2.50

**Cooper Hewitt M Tube Outfit** for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

**Bargain Price**.....\$98.00

**Folmer 8x10 Home Portrait Camera.** 20" red leather bellows, 4 holders in leather case.

**Bargain Price**.....\$34.50

**Vakagraph Border Printer** complete with masks.

**Bargain Price**.....\$49.50

**Mole Richardson Professional Studio Lamps** on 6' roller stands. Designed for use with any mogul base lamp up to 1500 watts. Reflectors measure 12½x20. Complete with necessary adjustments.

**Bargain Price**.....\$18.50 each

**3¼ x 4¼ Graflex Camera**, with F2.5, 6½" Cooke lens, with Film Pack Adapter and carrying case, in excellent condition.

**Bargain Price**.....\$125.00

**Brunner Table Model Glossy Print Dryer.** Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110-volt A. C. motor.

**Bargain Price**.....\$98.50

Copy of "**Pictorial Landscape Photography**." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

**Bargain Price**.....\$1.95

**Omega B. Enlarger** for 2¼x2¼ negatives or smaller and no lens but with double condensers.

**Bargain Price**.....\$42.00

**Eastman Transmission Densitometer, Model B**, complete with instructions.

**Bargain Price**.....\$125.00

**Mendelsohn Speed Gun.** Recent model D with 7" reflector. Condition like new.

**Bargain Price**.....\$17.50



# BARGAINS

**4x5 Auto Graflex** with no lens but with pack adapter.

**Bargain Price**.....\$75.00

Two 6' sturdy, light-weight folding **Lamp Stands.**

**Bargain Price**.....\$1.95 each

**16-oz. Glass Tumbler Graduates.**

**Bargain Price**.....\$ .40

**35 mm. Speed Carrier** for Omega C. Enlarger.

**Bargain Price**.....\$4.50

**Cirkut Print Frame.** Can be used with 7"x36" paper. Complete with glass.

**Bargain Price**.....\$4.00

**B & H Ground Glass Motion Picture Screen,** 40½x30½. Suitable for use as a translucent screen.

**Bargain Price**.....\$2.50

**5x7 Dallon Developing Tanks,** with capacity of six films each.

**Bargain Price**.....\$6.50

**Stoneware Tank,** 10¾" long, 7¾" wide, 10⅞" deep—irregular in shape.

**Bargain Price**.....\$6.50

**H. & K. Focusing Cloth,** 36x48.

**Bargain Price**.....75c each

**Sunray No. 10 Jr. Lamp,** on 7' folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

**Bargain Price**.....\$9.50

**8x10 Eastman All-metal Camera,** with 30" bellows. Fine condition.

**Bargain Price**.....\$125.00

**Haloette Attachment** for Eastman Autofocus Enlarger, with complete instructions. Permits you to obtain white backgrounds on the print.

**Bargain Price**.....\$10.00

**Crown Printer,** 11x14, with foot pedal and ground glass. Eight lamp sockets and pilot.

**Bargain Price**.....\$39.50

**18-Gallon Stoneware Tank,** 9½x9½x47, in excellent condition.

**Bargain Price**.....\$24.50

**Halldorson Studio Junior Lamp,** without 1500 watt lamps.

**Bargain Price**.....\$47.50

**Studio Stand,** for 8x10 camera, or larger, with two posts like Semi-Centennial.

**Bargain Price**.....\$39.00

**24" Diameter Halldorson Washer,** in good condition.

**Bargain Price**.....\$10.50

**Eastman 10" Metal Trimmer,** in condition like new.

**Bargain Price**.....\$14.50

**Baby Holder on Stand.**

**Bargain Price**.....\$3.25

**Foto Flood Spot Lamp** (used No. 1 flood lamp), on 6½' stand, with cord and switch.

**Bargain Price**.....\$14.50

**2¼x3¼ Federal Enlarger,** with F4.5 lens and one condenser.

**Bargain Price**.....\$26.50

**Pair 14" Condensers,** in book mount, new condition.

**Bargain Price**.....\$65.00

**Master Enlargement Dodger,** now

**Bargain Price**.....60c

**Speed Gun,** Model D Synchronizer, complete in box, like new.

**Bargain Price**.....\$18.50

**Photrix Electronic Timer.** New condition.

**Bargain Price**.....\$29.50



This set of four 8 x 10 display prints is yours for the asking

## EASTMAN WANTS TO HELP YOU GET THE SOLDIER BUSINESS

A VAST proportion of two million soldiers will be home on leave for the Christmas holidays. Every one of them should be photographed. And they will all want to take new portraits of the home folks back to camp.

It's your big business opportunity.

Eastman offers you the six-page illustrated folder shown below. It's designed to sell the Portraits-of-your-soldier idea and it's free—with your imprint. The four fine 8 x 10 Soldier and Sailor display prints are also yours for the asking while they last.

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**



The six-page folder at left, with your imprint, is free. Send for the quantity you can mail to likely prospects. Order No. 982 Folder.





## *Quality* **THAT SPARKLES**

**W**ITH the right choice of material—Eastman's fast Ortho-X, Tri-X Panchromatic, or Kodatron Panchromatic Films—you can put sparkling quality into any subject, from a stunning piece of glass to a smart fashion illustration. For an ortho result, use Ortho-X. For long scale and high speed, there's nothing to beat Tri-X Panchromatic. For contrast and sparkling brilliance with fine quality, use Kodatron Panchromatic. All have high speed—all have the quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.

THE  
**FOCUS**

*Published Monthly in the Interests of the  
Photographic Industry*

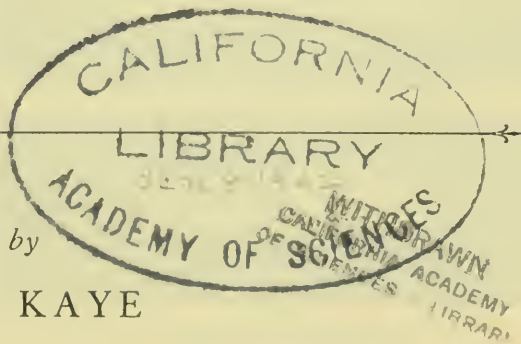
Vol. XVII

DECEMBER, 1941

No. 12



NEW WABASH DRYING LAMPS



*Published by*

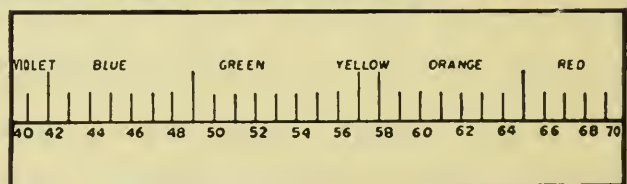
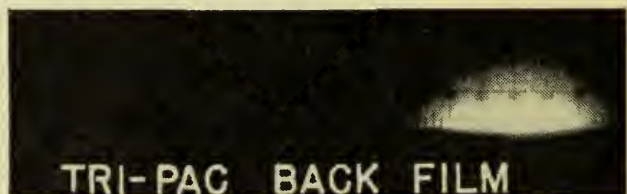
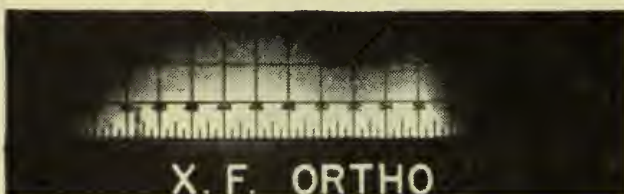
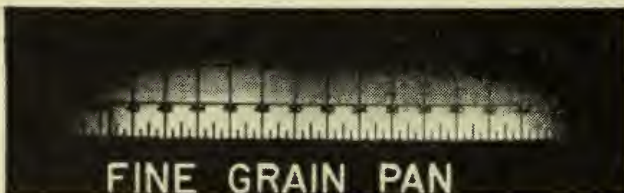
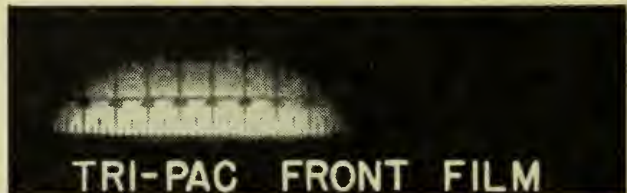
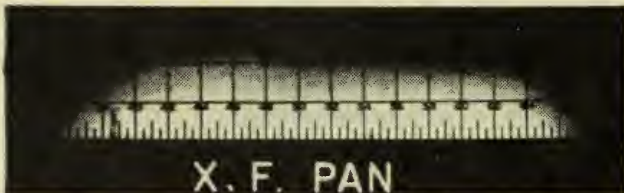
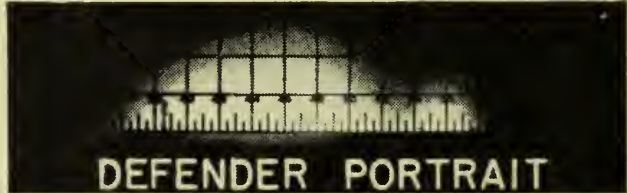
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SAN FRANCISCO



# *Defender* CUT FILM . . . COLOR-BALANCED FOR EVERY PURPOSE

Whether your next photographs depend for success upon the evenly balanced color sensitivity of the film you use . . . or upon exact color separation . . . you will find the answer to your problem in Defender Cut Film. Select the type you require from the accurate wedge spectrograms shown here and be assured of the results you anticipate.



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Ask for Defender Film at your dealers . . .  
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DEFENDER PHOTO SUPPLY CO., INC. • ROCHESTER, N. Y.

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVII

DECEMBER, 1941

No. 12

## INTRODUCING—



FRED G. SLATE, who was born at Colfax, Washington, on July 28, 1907.

His parents were among the early settlers of the community, his father coming from the Middle West and mother from Oregon. His early life was that of any normal boy raised in a small town in a farming community. However, being a member of a large family, it was necessary to find employment whenever possible to assist with the family budget.

When in high school, he decided he would like to be a chemist and selected his subjects accordingly. However, at the age of 16, this course was changed, when the local photographer called him in and offered a job after school and during the summer vacation.

He had never given photography a thought as a career but here was a summer's work so why not see what it was like. He accepted the job and the more he worked, the more certain he was that he had found a very interesting and worth while profession.

He worked in this studio, "The Osterhout Studio," for six years, doing all around studio work, some operating, and all of the finishing. He then accepted a darkroom position with the Miller Studio, Walla Walla, Washington.

After three months in Walla Walla, he decided he was ready to operate his own studio. He moved back to Colfax

and took over the studio in which he had started out. And, that is where he can be found today.

Mr. Slate has remained in photography because it gives him more of what he wants out of life than any other profession. He enjoys meeting informally and talking with all types of people. He especially enjoys photographing young people and children. He also does most of his finishing which adds to the variety of his work. He still believes his next choice of a profession would be chemistry.

He tries to find time to do his share of community work. He is a member of the Oddfellows Lodge, Kiwanis Club and Chamber of Commerce. He is now serving his seventh term as Chamber of Commerce Secretary. He is also a member of the City Council.

His two main hobbies are horseback riding and fishing. He and Mrs. Slate both have their own saddle horse. These are loaded in a trailer and taken into the mountains as far as the road goes. They then go on horseback for ten or twelve miles where fishing is made to order. They are also raising fine saddle horses for sale.

He is also interested in athletics of all forms, especially baseball and football.

It is not news when guests absent-mindedly take home nearly full packages of their host's cigarettes, but it's news when any guest absent-mindedly leaves a half-empty package behind him.





## *The Effects You Seek . . .*

GROSS Mounts get the effects you seek. They imbue your portraiture with subtle, artistic overtones—give them a feeling of luxury, quality and dignity, so difficult to achieve in any other way.

In the field of Photographic Mountings the trend is increasingly toward Gross designs. Avail yourself now of its many advantages. Deliver the best that is possible to obtain—they need not cost you more—and, leave in your customers' homes a constant message that your studio is above the average.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors*

## Friendship

IT is the custom of business men to take an annual inventory of their material possessions to determine, among other factors, the financial status of their business. We like to go further, to see what gains we have made in friendship, for friends are more precious than shelves laden with worldly goods.

It is with real gratitude, openly expressed, that we find at the end of 1941, more names on our ledgers than at any other time in the 55 years of our history. This business steadily has been built up to its present size and position by the loyal support of many people, some of whom have had an active account with us for many, many years. During the life of our firm, we, with our friends have had a number of trying experiences during which friendships, time and time again, have proved their worth. The depressions of 1893, 1897, 1907, 1933, the great fire of 1906, and three wars, are only a few.

Ours is an employee-owned business which means that with us your friendship is acknowledged and accepted with a sense of appreciation possible only in a business so organized. We hope we have been worthy during the past year, as before, because conditions beyond our control have at times restricted our efforts to serve you in the way we would like. Please remember this during the years ahead, for while shortages of material and drafting of our skilled employees will create additional serious problems, our efforts to serve you will actually be greater.

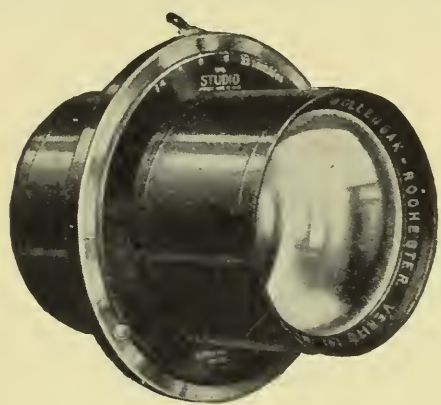
It almost seems out of place to wish you a Happy New Year under present conditions. Overnight the treacherous attack on our island neighbors has pushed aside thoughts of happiness in the former sense, to be replaced by a sober, serious-minded realization of a stupendous job to be done before happiness is again attainable.

All liberty loving people are under an ominous shadow. The way is dark, tiresome, and long, but not too long, for we can see the light of the torch of liberty at the end of the trail. We wish for you good health and a serene, sober consciousness of the potential might of the American people, the ability to accept disaster and victory without undue emotional upset, and the determination to restore the world to a condition of peace and the right of the individual to live as God intended him to live. When this condition has been attained we will be able to wish you—

*A HAPPY NEW YEAR*

HIRSCH & KAYE





AN

*Indispensable*

LENS

## THE VERITO

*Diffused Focus f.4*



FOR  
THE ARTIST  
PHOTOGRAPHER

- You need this Wollensak Verito

diffused focus f.4. Its speed, convertible feature and soft focus quality make it an indispensable tool. Gives any degree of softness by controlling diaphragm. Subdued definition practically eliminates re-touching. Rear element alone is ideal for portraiture. Enlargements, too, through the Verito become soft, beautiful.

FOR THE  
PICTORIALIST



WOLLENSAK OPTICAL COMPANY

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WRITE FOR FREE BOOK



## A Christmas Message

THE world is steeped in war and rumors of more war. Of the earth's six continents, five are utilizing the accumulated discoveries of science to destroy men and to ruin the works of mankind. Yet one thing war cannot destroy—the Spirit of Christmas.

For Christmas is not just a date, nor a day, nor a season. Christmas is the finer elements in the souls of men, expressing itself in sentiments of good will and in deeds of unselfish kindness. Christmas marks the high point of each year, when the struggle for survival pauses to let our better nature manifest helpfulness to the needy, and affection to our friends, and love to those near and dear to us.

Strange, when contemplated, is the origin and persistent growth of this festival. A Carpenter was crucified; fishermen and publicans of His immediate following sought to keep alive His kindly teachings by themselves, maintaining, as best they could, His preachment that all men are brothers under the fatherhood of God. Whence did they derive their power to influence a world? From wealth? No; they were poor. From authority? They were humble. From the might of the sword? No; for they taught peace; their very name for their Master was Prince of Peace. Then whence their power?

The power that they wielded they did not create. Already it existed, in men of good will who were groping towards eternal truth. True, their Master put His precepts into words, so that even the wicked and the ignorant might hear and perchance understand. But the words merely put into form a pattern that good hearts might follow; the good hearts already lived. And they obeyed.

Throughout the centuries that have passed since Golgotha, that pattern has survived. Wars have come and gone. Conquerors have died and been forgotten. Men of wealth have prospered and have disappeared. Leaders of nations have flaunted their brief authority and, dying, have sunk to insignificance. But through it all, without clang of sword and without treasures, the lessons spoken beside the waters of Galilee have spread to the uttermost ends of the earth, and brought under their sway, in willing submission, men of all creeds and faiths, so they be men of good will.

We of the human race are not yet perfect. At times we can be petty, and mean, and selfish, and grasping, and overly shrewd, and false, and unworthy. We can lie, and steal, and cheat. But these are the stumblings of our moral infancy as we strive to walk with the maturity that is yet to come. Nineteen centuries ago the men of good will were few; today they are more; tomorrow they will be many. Our stumbles do not represent our true selves; no, our real selves reveal their presence when, from our stumbles, we rise to tread again the path which in our innermost souls we know leads to right.

Before there was a Christmas it was spoken, "They that live by the sword shall die by the sword." It is now as it was then that the true type of mankind is found among the obscure and the peaceful—those who do their appointed tasks with fidelity, and honor their obligations without expectation of praise.

They are the ones who bring to this sad old world the ever-living promise of greater good to come. They are the ones in whose hearts is enshrined the spirit of Christmas.

Would you catch a glimpse of Heaven? Behold it then in the laughter of innocent children, in the flash of gratitude on the wrinkled face of neglected age, in the warm handclasp of a remembered friend, in the adoring eyes of a happy wife. These are the joys that gold cannot buy, nor the rifle compel, nor the edict of a dictator bring forth.

Christmas! It used to be a day of remembrance for a few. Now it is a season of selflessness for many.—From *The Wollensak Scope*.



## Grippit Goes to School

Schools, particularly private schools, use Grippit for a variety of tasks.

*Preparation of notebooks:* Grippit is clean to use; makes clean pages without wrinkles; the resulting neatness often counts in ranking.

*Correcting manuscript:* Grippit contains no water to make ink run; the correction slides smoothly into place; the excess rubs off leaving the patch practically undetectable.

*Making or extending charts:* The new piece, having no wrinkles, can be rolled through a typewriter; being dry, it can be written on at once; being unshrunk, all lines register perfectly.

*Kindergarten, home economics, craft work, and dramatics:* Grippit sticks crepe paper and the color doesn't bleed; applied paper posters remain flat as the backing sheet; exhibition work goes on windows, walls or blackboards and comes off whole and clean later.

	<i>Each</i>
Tube .....	\$0.25
Brush Can .....	.35
Half-Pint .....	.55
Pint .....	.90
Quart .....	1.50
Gallon .....	5.00
Thinner, Pint .....	.75
Thinner, Quart .....	1.25
Dispenser .....	1.35



## When Net Is Not What It Says

Readers will recall that after the excise tax on sensitized products became effective, our invoices for these products showed a new and fractional discount. In order to save time in the typing of invoices we have prepared and now make use of a new schedule of prices on film and paper, in which all reference to discounts is removed. All prices on film and paper in any quantity will be billed at a pre-figured net price. We hope to save much time and maintain consistent accuracy by the new method.

When you fail to find discount, be sure to verify the list and compare it with your invoice before you write.

## Miniature Boom Spotlight

For some time photographers have enjoyed the use of the Beattie Boom light, which is a powerful spotlight, mounted on the end of a counterbalanced boom secured to a suitable stand. For those who desire something less expensive, less brilliant, but equally useful, we suggest the Miniature Boom Spotlight.

The outfit consists of the F-R spotlight which includes a Fresnel lens, finger tip focusing from a small to a large spotlight and 200-watt heat-resisting lamp of longer life. The spotlight may be used separately on a tripod and sells for \$13.35.

For \$10.65 additional, we will supply the F-R Boom Stand, which is flexible in its adjustments so that the light may be secured to any position at which it may be wanted. The spotlight can then be used at any point from the floor to a height of 10 feet.

The Boom Stand consists of a folding cast iron base, a vertical section which extends to a 7-foot height and a horizontal section 7½ feet long. This section is counterbalanced at one end by a weight which will balance the utility of the spotlight. The equipment is quite portable.

If you have wanted a Boom Stand for sometime, we suggest you order an F-R Spotlight with Boom Stand. Order today from HIRSCH & KAYE and we will promptly fill your order.



## Studio Wanted

Will consider an established Portrait studio or will accept employment with a view to purchase if business proves dependable.

H. G. Frederick, Fort Bragg, Calif.



David Du Pertuis of Merced has just obtained his pilot's license as a private aviator. This is a real accomplishment at the age of 56 and is an indication of his receptive attitude to modern conditions.

## New Wabash Infra-Red Heat Lamp for Darkroom Use

(See front page)

**B**OTTLED ruby heat in the form of a new infra-red ruby drying bulb has just been announced by the Wabash Photolamp Corp. The new ruby heat bulb has its color pigmented into the glass while it is still in its molten state. Designed for studio and darkroom use where speed in drying is essential, it generates a flood of infra-red rays that are converted into a deeply penetrating heat as soon as they strike film or paper. Their action is to penetrate deep into the surface of the film to start the drying process from the inside out. For darkroom use, the ruby glass permits the worker to turn from the relative darkness of safelight illumination to the faint ruby illumination given by the new infra-red bulb, without eyestrain or shock to optic nerves.

Among the uses suggested for the new Ruby Heat Lamp is its application for speeding up the drying of ferrotyped prints or prints drying on blotters or stretched cloth drying frames, and the quick drying of single films or strips of roll film. During the cold months, when low temperature solutions are the bane of the amateur worker, the new bulb should simplify rapid heating of processing solutions in the darkroom, and the quick drying of roll film tank reels, tanks, accessories, wet darkroom towels, etc. Many other uses should suggest themselves to the practical darkroom and studio worker. The new bulb will be made in the one 250-watt size, in the PS30 natural ruby glass, will have a burning life of 6,000 hours, and will list at \$2.00 each.



### Price Reductions

Welcome news to flash photographers are the new list price reductions in the Wabash Superflash line recently announced. Most important reduction is the new 11¢ list price of the midget bayonet base Press 25, dropped from 15¢. This teams the midget bulb with the smallest standard size flash bulb, the No. 0, as two 11¢ flash bulbs that have power and punch to cover almost 95 per cent of the average amateur picture-taking requirements. The reduction is made possible by the widespread popularity of the midget Press 25 and increased facilities for mass production. Also reduced is the Blackout Superflash from 60¢ to 50¢ list.

A new Wabash Exposure Bulletin brought up-to-date as of October 1, lists all of the new Wabash flash and flood bulbs for color, the new Blackout Superflash, and all other Wabash photolamps. Complete exposure data on their use with all available films for black and white and color flash photography, are included. The new Bulletin No. 740P can be obtained from Hirsch & Kaye.



## DATA BOOKS

TO THE growing list of Kodak Data Books and Kodaguides, which have proven of so great value both to amateur and professional photographers, the Eastman Kodak Company today announced two notable additions: the Kodak Data Book of Formulas and Processing, and the Kodak Densiguide.

Covering, for the first time in one volume, not only all the Kodak Formulas but also the "why" and "how" of developing and printing, the new data book is one of the most practical publications of its type ever issued. Yet, in accordance with the general policy for Kodak Data Books, it is priced at the nominal sum of 25 cents per copy.

To fulfill its dual purpose, the Kodak Data Book of Formulas and Processing is divided into two sections. Part One describes the properties of the various solutions and gives detailed manipulative technique for all processing operations—so there will be no misunderstandings or blind alleys when it comes to the use of Kodak materials or formulas. The second part is an extensive Kodak Formulary designed to meet all requirements in still photography. Both sections are indexed for rapid reference, and a formula conversion calculator is included for the convenience of photographers who want to make larger or smaller total quantities of solution than given in the formula.

The completeness of this book may be gathered from a glimpse at its chapters. It includes comprehensive data on Processing Principles, How the Developer Works, Composition of the Developer, Factors Affecting Development, Replenishers, Factors Affecting Graininess, Acid Rinse Baths, Action of the Fixing Bath, Necessity for Washing, Print Permanence and even a word of caution regarding safelights. In addition the field of practical development and processing is dealt with in detail, including such subjects as Tank and Tray Development of Roll, Pack and Sheet Film, Drying Films and Plates, Time-Temperature Development Charts, and Rapid Film Processing.

Tables of development recommendations for Kodak Films, Plates and Papers, a list of Kodak Chemical preparations, and a very useful table of the Keeping Properties and Useful Life of Solutions, are included in addition to full data on the famous Kodak Formulas.

The Kodak Densiguide, which has also just been issued by the company is a compact calculator which provides a simple and inexpensive method for estimating gray scale densities on suitably prepared negatives. It is especially useful in making color separation negatives and color prints. When used in accordance with its directions the density readings thus obtained can be used in the control of processing conditions, to indicate approximate printing time in color printing, and to indicate the balance of color separation negatives. The Kodak Densiguide is priced at \$1.

(Continued on Page 14)

## How Soon Can I Get . . .

We hear this many times a day and always we are willing to comply with any request to write to any manufacturer as to when any article may be available for delivery. This type of letter is now becoming a greater part of our total correspondence and we notice that invariably the reply to our letter is the same.

Our readers are reminded that we are trying to transact business under conditions which are quite new in this country. Ten years ago we went through an experience that might be likened to what is immediately ahead but still quite different. During the depression there was a shortage of finished products because of inability of people to buy them. Today and tomorrow people will have the money and the desire to buy but no products will be available for reasons that are well known. In practically every instance where we have sent a letter of inquiry as to when a given article will be available, we are told that the number of orders already on the books will absorb all the finished products which may be assembled and released for as much as the coming year.

The purpose of this article is to make clear that as long as this condition continues, very few articles will be available for stock. The only way in which we can insure delivery of what you want is to place a definite order and

therefore obtain a miniature form of priority on future deliveries from the factory.

## Plastic Reels

It is a real pleasure to announce that the shortage of motion picture film reels of metal has been overcome by the arrival of our first shipment of plastic reels.

They are extremely lightweight, unbreakable, and enjoy the special advantage that they cannot be bent in a way that will bind the film, so often characteristic of metal reels. They are so designed that it is not necessary to insert the end of the film in a slot while threading but three slots are provided for those who prefer this method.

The reels are transparent and very attractive in appearance. We have them in 200 ft. size at 40¢ list and 300 ft. size at 50¢ list. Camera shop owners will welcome this announcement.

## Position Wanted

Gentleman would like to hear from studio who would appreciate services of professional all around photographer. Not particularly interested in large salary, but rather genteel association where salesmanship and workmanship will help.

Address A. V. Morell, Rear 408 So. 6th Street, Grants Pass, Oregon.



## LAMP PRICES

Retail prices of three G-E midget Mazda photoflash lamps were, in effect, reduced from 13 cents each to 11 cents each. These flash bulbs are the G-E Mazda "midget midget" synchro-press No. 5, SM "speed midget," and the No. 11.

The new 15 per cent reduction, the G-E Lamp Department announcement from Nela Park states, applies to purchases of not less than one carton of six midget lamps. Federal excise tax is included in the new list price of 66 cents per carton.

This "price reduction," it was explained, is made possible by a revision of G-E photolamp department's sales plan and a constantly growing demand by the public for the three most popular G-E Mazda photoflash lamps.



## NEGA-FILES

For safe storage of film negatives. Practical in design, nicely finished. Dealers and users tell us the NEGA-FILE line is the most attractive line of storage facilities ever offered.

### "De Luxe" Nega-File for Slides

The "De Luxe" Nega-File for slides is manufactured to last a lifetime. Of beautiful quarter-sawed sycamore, excellent workmanship, sealed throughout and varnished in natural wood finish, it is truly the most beautiful slide file on the market.

It has a capacity of 100 slides, either plain or mounted, in glass or metal. Index provides easy access to desired slide quickly. Divided into sections of 25, it becomes readily adaptable for use with projectors and ready mount changers.

Compact. A distinctive piece of photographic equipment.

Complete, with Index, **\$4.00**

### "Midget" Nega-File for Slides

The "Midget" Nega-File for Slides is a handy, sturdy and attractive File which can be carried in a coat pocket. It is well made of quarter-sawed sycamore throughout and varnished in natural wood finish.

Divided into six sections with three removable partitions, it provides for convenient grouping by subjects.

Capacity of 140 ready mount slides or seventy mounted slides.

Price, each, **\$1.00**

### Nega-File for Kodasides

This attractive maroon colored simulated leather Nega-File is offered as a practical and inexpensive method of storing and filing Kodasides. The File is divided into three compartments, each with a capacity of approximately 60 regular Kodachrome slides, which permit the grouping of slides by subjects. Handy and compact.

Price, including outside tete box,

complete, **\$0.50**  
(**\$0.60** postpaid)

### No. 350 Nega-File

Designed to file 100 complete rolls of 35 mm. negatives or 3,600 exposures. Can also be used for contact prints. Equipped with an Index, Visible Numerical Guides numbered 10-100 and 100 complete Nega-Tubes. The File itself is made of quarter-sawed sycamore, ¼-inch in thickness with dovetailed corners and beveled top. Lid, attached with two brass hinges, remains upright with use of lid-stay.

Beautifully finished in natural color. Built to last a lifetime. The finest 33 mm. File on the market.

Each, complete, **\$6.75**

### "Master" Nega-Files for Slides

The "Master" Nega-File for Slides combines both beauty and utility. It has a capacity of approximately 650 Ready Mount Slides or 250 Mounted Slides. Separators, which fit in slots, also serve as subject cards permitting easy classification of slides; the separators, being removable, allow various amounts of space for different subjects, and are coated to take ink readily.

This Nega-File is manufactured of beautiful quarter-sawed sycamore throughout and is varnished in natural wood finish. The bottom has a felt covering and the lid is a flanged arrangement for dust-proofing. The "Master" Nega-File is practical, economical and distinctive.

Complete, only **\$2.95**

### Nega-Tubes

The Nega-Tube provides for the filing of a complete roll of 35 mm. negatives. It contains six glassine envelopes, each with a capacity of six exposures. The outside container itself is a heavy goldenrod stock of long wearing quality, open end and thumb cut. Also printed for number.

Each, complete, **5¢**

## NEGA-FILES

Each Nega-File described on this page is equipped with 100 glassine Envelopes which, with the exception of Envelopes for Nega-Files Nos. 22 and 35, are printed for Number, Name, Film, Stop, Filter, Exposure, Camera and Developer, and are also thumb cut.

Each Nega-File is also equipped with an Index, providing for the filing of negatives by subjects, and ten numerical Index Guides printed from 10-100.

The "De Luxe" Model is manufactured of quarter-sawed sycamore throughout and varnished in natural wood finish. The regular models are made from heavy chip-board with a heavy maroon-colored paper on the exterior that will not easily soil and lined throughout with book-lined paper.

Refills consist of 100 Nega-File Envelopes, an Index and Guides printed 110-200 which, in the case of Nega-Files Nos. 16, 22, 35, 45 and 57, complete the capacity of the Nega-File. Nos. 20 and 24 have a capacity of 400 and 600 negatives respectively. Nega-File Envelopes are also available in packs of 100.

<i>Film Nos.</i>	<i>File No.</i>	<i>List Price</i>	<i>Refills</i>	<i>Envelopes</i>
35 mm., 828 and 127.....	"35"	\$1.45	\$1.05	\$0.85
120, 620-2¼x3¼ negs.....	"20"	1.45	.95	.85
120, 620-2¼x2¼ negs.....	"24"	1.50	.95	.85
620—strips of 3-2¼ sqs. or 4-2¼x1½.....	"22"	1.75	1.30	1.05
116, 616, 130, 118, 124, 541, 518, 122.....	"16"	1.60	1.05	.90
523 and 4x5 cut film.....	"45"	1.75	1.35	1.05
5x7 cut film.....	"57"	2.10	1.65	1.35

"De Luxe" models are available in all of the above sizes at an additional cost of \$1.00 to the above list prices.

Dealers and photo finishers are urged to investigate the Nega-File line, and add it to their stock as a service to their customers and increased sale of still obtainable merchandise. Illustrated catalog sent on request.

### Veteran Reedley Photographer Dies

August Nelson, a Reedley photographer for the last twenty-two years, died in the Reedley Hospital, November 26, following a brief illness.

Mr. Nelson had been engaged in professional photography fifty-three years and was one of the oldest professionals on the Pacific Coast.

A native of Sweden, he arrived in the United States with his parents at the age of three months and spent the first fifty years of his life in Minnesota. He came to Reedley in 1919.

Mr. Nelson's wife preceded him in death in 1906. Surviving him are a son, Arthur Nelson, two grandchildren, Velma and Wesley Nelson, three sisters and three brothers.

### Revised Quotation on Mountings

The announcement made in THE FOCUS for October is now revised and we offer discount of 15 per cent on orders for 1,000 mountings of one style. Within the given style you may assort the order as to size. Additional mountings ordered in excess of 1,000 are likewise entitled to discount.

While the sizes within a given style may be assorted, to earn the discount, we do not mean that the discount will apply to an order for 1,000 assorted mountings. It applies to 1,000 of a given style.

The usual charge for embossing service will apply.



## DATA BOOKS

(Continued from Page 10)

Picture takers who make their own prints and enlargements will be interested in the new informative six-page folder, "Kodak Photographic Papers," which is shortly to be distributed free of charge through photographic dealers. Explaining the various characteristics and uses of the following Kodak Papers of special interest and importance to amateurs—Velox, Azo, Ad-Type, Vitava, Athena, Kodabromide, Vitava Opal, Vitava Projection, and Kodalure. A chart of Developing Recommendations for each paper is included.

\* \* \*

To meet the growing demands of flash photography and increase the scope of the Kodak Senior Synchronizer, Speedgun Model E, the Eastman Kodak Company today announced an Extension Flash Holder for use with that unit. The new Extension Flash Holder is equipped with an insulated rubber cord which allows the photographer to place a light source for backlighting, sidelighting, etc., at distances up to 20 feet from the camera.

Similar in appearance to the battery case of the Kodak Senior Synchronizer, the battery case of the Extension Flash Holder is equipped with a ball joint and a clamping bracket having rubber pads for clamping onto a chair, table, or any convenient post. Since the flash bulbs and the camera shutter may be operated from the release of either the Synchronizer or Extension Flash Holder, the user has a remote control system if desired. The price of the new unit is \$14.55.



## WATSON LITE-BEAM FOCUSER

Not just a range-finder! The Lite-Beam Focuser is a duplicate lens which actually focuses the camera lens under the finest or poorest lighting conditions. For 3¼x4¼ and 4x5 Speed Graphics using 5" (127 m/m), 5¼" (13.5 c/m) 5½" lenses.

### CHECK THESE FEATURES:

A combination of a rangefinder and Lite-Beam operating in any light conditions.

Speeds operation of Graphic 5 times.

Lite-Beam enables user to find center of focal field without using the view finder.

Throws *strong beam* due to perfect correction in lens, optically ground and front surfaced mirror.

Magnifying eye-piece gives microscopic focus on ground glass.

Easily operated by professional or amateur. Installation and adjustments very simple. Standard batteries, bulbs used.

Small, compact, lightweight, durable. Matches Graphic finish.

Designed, built and manufactured by a former press photographer.

**\$27.50 list**

**Magnifying Eye-Piece, \$1.95**

## 1942 Film Business Depends On You

It is probably a matter of general knowledge that the manufacturer of roll film have been buying empty spools. At first this was an act prompted by delay in receiving metals necessary for the manufacture of new spools. The situation has since become much more serious.

It is now certain that the number of rolls of film which will be sold in 1942 and thereafter for possibly several years, will be determined by the exact number of spools returned to their respective manufacturers. If photo finishers and photographers fail to realize the seriousness of this situation there will be very little finishing for the duration of the war. At a time when sales volume will drop because of a scarcity of cameras, enlargers, and so-called capital goods, a simultaneous falling off in volume of service income will be disastrous to the industry and to the individual. Every empty spool returned to the manufacturer means another roll of film available for sale, finishing, and enlarging.

The original minimum rate shipment was placed at 100 pounds. So serious is the situation today that this has been reduced to only 25 pounds.

We recognize that the bulk of the nation's photo finishing is still done in numerous individual plants, a number of which may not be able to accumulate 25 pounds in empty spools. The situation is of sufficient importance to prompt us to suggest that photographers in a community or county group together and select one of their number to act as a clearing house for the assembly and shipment of minimum shipments of 25 pounds. The cash proceeds may either be divided among the contributors on the basis of their contribution, or if the collecting is done through an officer of one of the associations, the proceeds can then be turned into the treasury to strengthen the organization.

Here are the shipping instructions and if additional labels are wanted, we will gladly supply them:

### METHOD OF RETURN AND ALLOWANCE

	<i>Allowance on Basis of</i>
Kodak Roll Film Spools.....	\$ 5.00 per thousand
Kodak Film Pack Cases.....	25.00 per thousand
Retorts with Spools for No. 135 Kodak Film .....	20.00 per thousand
Aluminum containers for No. 135 Kodak Film Retorts.....	10.00 per thousand

Minimum shipping weight must be 25 pounds. Shipments weighing 25 to 40 pounds should be sent parcel post. Over 40 pounds send by freight collect (don't forget the freight company will pick up at your door at no expense). We pay transportation; you will be credited with parcel post charges. Outside of each package should show statement of contents. (Minimum weight of 25 pounds can include less than 1,000 units.)

Address all returns (of Eastman spools only) Eastman Kodak Company, Kodak Park, Building 64, Rochester, New York.



# "Sussman Mounts Are Paramount"

## Kelvin Easel

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Grey only

Print Size	Outside Size	List Price per 100
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 6.75
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>7</sup> / <sub>8</sub>	8.50
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	10.00
5x7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	11.50
8x10	10 x 13 <sup>1</sup> / <sub>2</sub>	19.50
10x8	12 <sup>1</sup> / <sub>2</sub> x 11	20.00
<b>KELSEY</b>		
3x4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 5.00
3x5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>7</sup> / <sub>8</sub>	6.25
4x6	6 <sup>1</sup> / <sub>8</sub> x 9	8.00
5x7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	9.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## Falcon Folder

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.25
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.25
4 x 6	7 x 10 <sup>3</sup> / <sub>8</sub>	10.00
5 x 7	8 x 11 <sup>3</sup> / <sub>4</sub>	11.00
7 x 5 Group	9 <sup>3</sup> / <sub>8</sub> x 8 <sup>3</sup> / <sub>8</sub>	11.50
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	13.75
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	16.00
10 x 8 Group	13 x 11 <sup>3</sup> / <sub>8</sub>	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

# "Sussman Mounts Are Paramount"

## Jalmage Folders

Beauticoat Duplex Cover Stock

White or Buff Antique Stock Insert

Slip-In Style

Buff or White Shades

Deckle-Edge Cover

The outer surface of the cover is coated in a new fashion, the inside surface being rough antique to correspond with the antique insert stock. A platinum ink design on the cover enhances its attractiveness. The insert design, a double line effect, pleasingly frames your portraits. The insert design also features a plate sinking to lend it further distinction.

Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
*3 x 5	5½ x 8	7.75
*4 x 6	6½ x 9¼	9.50
*5 x 7	7¼ x 10	11.00
7 x 5 Group	9⅛ x 8⅛	11.50
6½ x 8½	9¼ x 12½	14.25
8 x 10	10¾ x 14	16.75
10 x 8 Group	13 x 11⅝	16.75

\*In stock. Other sizes to order.

Boxed in 100's—3x4, 3x5 and 4x6

50's all other sizes.



## Fargo Easels

Silver and Black Design

Grey Shade Only

Coated Duplex Cover Stock, Coated Insert Stock

Slip-In Style

Serrated Edge Underlay

A distinctive easel in modern design, typical of Sussman leadership in the Mounting field. It's moderately priced and the sizes will take care of all principal requirements for the easel style.



Print Size	Outside Size	Price per 100
3 x 4	4¾ x 6⅞	\$ 7.00
*3 x 5	4¾ x 6⅞	7.00
*4 x 6	5⅞ x 8⅞	9.00
*5 x 7	6¾ x 9½	10.25
7 x 5 Group	8⅞ x 7⅞	12.50
6½ x 8½	9½ x 12½	16.50
8 x 10	10 x 13½	19.50
10 x 8 Group	12½ x 11	20.00

\*In stock. Other sizes to order.

Boxed in 100's—3x4 and 3x5

Boxed in 50's—4x6, 5x7 and 7x5 gr.

Boxed in 25's—6½x8½, 8x10 and 10x8 gr.

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors



## PRACTICAL SUGGESTIONS FOR THE GRAPHIC ARTS WORKER

### Stripping Film Gelatin Solution

A solution to aid adhesion. Fill a 32-ounce bottle half full of water. Add  $\frac{1}{2}$  ounce granulated gelatin (stir while adding), and 2 ounces 28 per cent acetic acid. Add enough cold water to fill the bottle.

### Making Reverse Prints on Metal

Make the print with halftone enamel. Develop in the regular way. Then flow with cold-top, whirl in the usual way, and expose to light, giving the usual time for printing. Develop the cold-top as an ordinary cold-top print. Wash this print under water. Then dry the print, and place it in an acetic acid stripping bath to lift the halftone enamel. Develop with cotton. Dry and proceed with etching.

### Metal Sensitizers

Many inquiries are received for metal plates already sensitized for photoengraving, offset, and other purposes. We are also asked to put on metal various emulsions which are now used for films and papers. However, sensitive emulsions commonly used in photography contain metallic salts and, naturally, their application to a metal surface of any kind changes their chemical structure, so that they are not suitable for use in this manner.

Metals are usually sensitized with bichromated glue, albumen, gelatin, or shellac. Ammonium bichromate or potassium bichromate (also referred to as "dichromate") is used in the process. As soon as a piece of metal is coated with a bichromate solution and dried, a chemical reaction sets in. Even in the dark this action will, if given sufficient time, have the same effect as exposure to light, and in 24 hours the plate is usually completely fogged. It is therefore necessary to use coated metal plates as soon as the sensitizer is dry.

### Copper Sensitizer

The etching of copper for printing purposes is an art comparable to oil or water-color painting. It requires skill, diligence, and patience. Very little information on the subject is available in any one place, but the serious worker can gain the necessary knowledge from various sources. The following is a common formula for sensitizing the copper plate:

	<i>Avoirdupois</i>	<i>Metric</i>
Photoengravers' Glue .....	12 ounces	360.0 grams
Ammonium Bichromate ....	$1\frac{3}{4}$ ounces	52.5 grams
Dried Egg Albumen .....	$\frac{1}{4}$ ounce	7.5 grams
Water to make....	32 ounces	1 liter

Dissolve the bichromate in 8 ounces (250 cc.) of the water, and the albumen in 4 ounces (125 cc.). Filter the albumen solution. Mix the glue with the remaining 20 ounces (625 cc.) of water and add, successively, the albumen and bichromate solutions, stirring very thoroughly to insure complete mixing. If desired, 2 ounces (60 grams) of "Albusol" may be substituted for the  $\frac{1}{4}$  ounce (7.5 grams) of dried albumen in the above formula. The film on the metal should be a thin one, but not so thin as to show interference colors. Therefore, it may be advisable to add more or less water, according to the film obtained under the conditions of whirling.

### Zinc Sensitizer

Line work on zinc is usually printed with bichromated albumen. The following is a satisfactory formula:

	<i>Avoirdupois</i>	<i>Metric</i>
Albumen (white of egg) .....	2 ounces (fluid)	64.0 cc.
Photoengravers' Glue .....	$\frac{1}{2}$ ounce	15.0 grams
Ammonium Bichromate ....	$\frac{1}{2}$ ounce	15.0 grams
Water to make....	32 ounces	1 liter

(Continued on Page 19)

## GRAPHIC ARTS

(Continued from Page 18)

A few drops of concentrated ammonia (28 per cent) may be added. Dried, powdered egg albumen or prepared liquid albumen may be used in place of the fresh albumen.

After exposure the print is rolled up with the thinnest possible coating of photo-transfer ink, and is then developed by swabbing with a piece of wet cotton while the plate is held in a tray of water, or under the tap.

### Photogravure Sensitizer

No sensitizing formula can be exclusively recommended, since a slight modification will affect the contrast of the final result. However, the following is a good general formula:

	<i>Avoirdupois</i>	<i>Metric</i>
Potassium		
Bichromate ....	3¼ ounces	97.5 grams
Water .....	1 gallon	4.0 liters
Ammonia (con- centrated 28%)	¼ ounce (fluid)	8.0 cc.



## 605 Years of Service

On reading an interesting article on length of service of a group of employees in the Lieber organization in Indianapolis, we were reminded of the many veterans in our own organization. We then found that twenty-six of our employees have given more than 605 years of continued service in this business. Of the remaining forty people there are many with records of 5, 10 and 15 years, but in view of the service rendered by the old timers, these 10-year employees are somewhat new people.

War time conditions will remove an additional number of men from our organization. We have already lost quite a few because of the draft. The length of service of the old-time employees is your assurance that we will be able to train new and temporary employees who may join our staff during the next several unsettled years.

## Eastman Photographic Papers

Several changes are now taking place in the listings of Kodak Photographic Papers. Accordingly, revised listing will include:

Ad-Type Paper will henceforth be known as Ad-Type Grade A Lightweight.

Azo Paper Single Weight Grade K Nos. 3 and 4 are discontinued.

Azo Double Weight Grade J No. 3 is discontinued.

Azo Double Weight Grade Q No. 1 is discontinued.

Imbibition Paper Grade F will henceforth be furnished in Double Weight only.

Insurance Bromide Grade A is discontinued.

Kodaline Bromide is discontinued.

P. M. C. Bromide No. 4 has already been discontinued.

P. M. C. Bromide No. 2, Extra Contrast No. 7, and No. 8, and No. 12, all contrasts are discontinued.

Portrait Proofing Paper will henceforth be furnished as Portrait Proof Single Weight Grade R—tweed, lustre, cream, white, and Grade T—tweed, matte, cream white.

Recording Paper No. 1 is discontinued.

Solar Paper will henceforth be known as Solar Grade T Single Weight—tweed, matte, cream white.

Velox Rapid Double Weight Grade F is discontinued.

Vitava Athena Single Weight Grade A is discontinued.

Vitava Athena Double Weight Grade E Rough, E Smooth, E Semi-matte, H and Q are hereby discontinued.

Vitava Opal Single Weight Grade A is discontinued and in its place will be furnished Grade B—smooth, lustre, cream white.

These discontinuances are necessary because of restrictions in operating capacity caused by the defense program. We shall continue to supply these materials until present stocks are exhausted.



## Metol Poisoning Remedies

Now and then an individual will discover that through contact and handling certain photographic chemicals, such as metol and paraphenylene diamine, his skin produces certain irritations, sometimes forming into scales or small blisters. Often a definite itching occurs at these portions of the skin which have come in direct contact with the chemical or solution in which the chemical is dissolved, such as developers. This disturbance is rare and is commonly known as "metol poisoning" (regardless of what chemical actually causes it). This is not actually poison—it is merely a local irritation. Those whose skin is sensitive to this condition should take precautions to prevent it. Washing the hands thoroughly with soap and water after handling chemicals and solutions, usually helps retard the irritation. The wearing of rubber gloves will, of course, completely eliminate the danger of actual contact of the chemical or solution with the skin. In short, this so-called photographic malady is readily prevented by cleanliness and caution by those susceptible to it. Not 1 out of 500 individuals is affected, but the beginner must discover for himself whether or not he is susceptible in order to provide for it in the future.

A preventative is to rinse the hands in a bath of twenty drops pure hydrochloric acid to twenty ounces of water before starting work. This can be repeated during developing and care should be taken not to allow developer to dry on the hands.

If "metol poisoning" does manifest itself (it is usually confined only to the hands and finger) a salve such as one of the following will be found beneficial in retarding the condition and helping towards its speedy elimination. Bear in mind that these formulas are included here only as suggestions, and we do not authorize or guarantee their usefulness. They have helped many in the past and it is reasonable to assume they will help

many in the future. The formulas are here for you to try if you wish.

### No. 1

Ichthyol .....	1 dram
Boric acid .....	1 dram
Zinc oxide .....	½ dram
Petrolatum .....	1 dram

### No. 2

Ichthyol .....	1 oz.
Resorcin .....	1 oz.
Zinc oxide .....	½ oz.
White paraffine ointment.....	5 oz.

### Tank Cleaner

#### *Avoirdupois Metric*

Water .....	32 oz.	1,000.0 cc.
Potassium bichromate .....	3 oz.	90.0 gms.
Sulphuric acid (pure concentrated) .....	3 oz.	96.0 cc.

Add the sulphuric acid slowly and stir rapidly when mixing the formula.

For use: Pour a small volume of the solution into the vessel to be cleaned. Rinse around so that it has access to all parts, then pour out, and wash tank or tray until all traces of solution have disappeared.

### Ground Glass Varnish

Sulphuric ether .....	2 oz.
Gum Sandarac .....	90 grains
Gum mastic .....	20 grains
Benzol .....	1 oz.

### Ink for Writing on Glass

Boil ¼ ounce borax in 1 ounce of water, then add 1¼ ounces best white shellac and boil until the shellac is dissolved. Add aniline dye to desired color. The dye should be added after the solution is cool.

### To Ebonize Wood

Make a hot solution of potassium permanganate about 10 per cent strength. Brush over the wood. Do not coat too heavily. When this is dry, brush over with a hot solution of Gallic acid. This solution should be saturated. If necessary, repeat operations to deepen color.

## Daylight Saving

The request of the local Defense Council for a change in business hours received immediate compliance by HIRSCH & KAYE.

In order that as many people as possible be off the streets and home by dark, San Francisco business offices, transportation and delivery facilities, and others who may be affected, have gone on the voluntary daylight savings plan.

We are open for business at 8:15 in the morning and the front door is locked at 4:45, after which our employees are encouraged to hurry home.

While we have no definite information at this writing to indicate that similar schedules will be observed along the entire coast, it is a foregone conclusion they soon will follow suit.

The State Highway Patrol has requested people to be home by dark and in so far as is possible, put the car in the garage, and leave it there for the night.

This will naturally influence delivery and out-going shipments and while we regret some inconvenience which may result, it goes without saying that everyone is faced with a much greater problem than the delivery of a shipment.

## Stolen Equipment

Please be on the lookout for motion picture equipment stolen in a burglary in a Peninsula town on December 6.

Cine Kodak Mod. 20, No. AM3974, F 3.5.

Cine Kodak Mod. 90A, No. 37199, F 1.9 lens No. EC21452.

Cine Kodak (used) No. 26499, F 1.9 lens No. 35460.

Revere Cine 88 No. 126350, F 2.5 lens.

Revere 99 Turret No. 51278 F 2.5 lens.

Also on turret, 1" Teleter No. A2595.

1 1/2" Teleter No. B3796.

2 Revere regular cases.

1 Service E. R. case for Revere or B & H.

1 Brownie Reflex Synchro.

Should any of this equipment be offered to you, please notify HIRSCH & KAYE, who will then notify the owner.

## Revere Equipment

There seems to be some misunderstanding as to the correct list of Revere cameras and projectors and we publish information as to prices which were confirmed early in December.

### DOUBLE 8—MODEL 88

With 12 1/2 m/m F 3.5 Universal	
Focus Lens .....	\$38.50
With 12 1/2 m/m F 3 B & L Lens	44.50
With 12 1/2 m/m F 2.5 Universal	
Focus Lens .....	52.50
With 12 1/2 m/m F 1.9 Focusing	
Mt. Lens .....	72.50

### TURRET CAMERA MODEL 99

Complete with 3 Lens Turret, one	
F 2.5, 12 1/2 m/m Wollensak	
Velostigmat Lens and View	
Finder .....	\$77.50
Revere Turret Model with F 1.9	
Lens only .....	99.50

### PROJECTORS

Revere 80—500-watt F 1.6 Lens	\$75.00
85—500-watt DeLuxe with case	89.50
Case only .....	9.00

## Plastic Camera Reels —And Now, Cans

In addition to the announcement already sent to the printer with reference to plastic reels, we are glad to announce plastic reel cans. The sample we have is a lightweight container of the same dimensions as the well known aluminum cans, finished in a very attractive marbled brown color. We predict immediate acceptance.

Plastic cans are available in 8 m/m size at 45¢ list in 200 ft. capacity, and 55¢ list in 300 ft. capacity. A display of plastic reels and cans in your store will create sales.

## Service Bulletin No. 33

Anyone interested in fixing bath formulas which require no acetic acid is invited to write for Service Bulletin 33 in which this information, of dependable nature, is offered.



## PHOTOGRAPHIC STUDIOS TO BE INSPECTED FOR WAGE-HOUR COMPLIANCE

(Announcement received November 19 from the U. S. Department of Labor—quoted verbatim)

WASHINGTON, D. C.—Inspection of all photography establishments will be resumed by the Wage and Hour Division, U. S. Department of Labor, in January to ascertain compliance under the Fair Labor Standards Act. Photography establishments are among the group of businesses whose transactions generally are the type which must be measured on a volume basis to determine whether they are exempt under the law as retail or covered as non-retail.

As was announced at the time of issuance of its revised *Interpretative Bulletin No. 6*, last June, the Division has instructed its inspectors to examine records of these establishments upon the total dollar volume of sales at the close of the six months' period which began July 1, 1941. Routine inspections of the establishments were discontinued for the period.

While the law exempts from the wage and hour provisions employees engaged in any retail or service establishment which does more than 50 per cent of its business in the state of its location, employees of most other distributional establishments are subject to the provisions of the law calling for a 30-cents-per-hour minimum wage and overtime pay of at least 1½ times their regular rate of pay for work beyond 40 hours per week.

However, the Division will not regard any selling establishment as a retail one unless at least 75 per cent of its sales during the six months' period were of a retail nature. Therefore, where it is found that wholesale, commercial and industrial sales, non-retail in character, amount to more than 25 per cent of the total dollar volume of all sales, the minimum wage and 40-hour week provisions of the law must have been observed for employees engaged in such transaction.

Under its broadened concept of "retail trade," as described in the *Bulletin*, the Division will regard some sales to industrial or commercial purchasers as retail in determining the status of an establishment under the Wage-Hour law. However, these sales must be of articles commonly sold both to business and private purchasers, and must be sold in a quantity or at a price similar to the quantity or price involved in sales to private purchasers.

It is pointed out by the Division that the first requirement of a retail establishment is that it have retail characteristics. These, as listed in the *Bulletin*, include numerous small sales, a regular patronage by the consuming public and the sales of goods for direct consumption, not for resale or redistribution in any form.

In its special reference to photography, the *Bulletin* holds that, in the ordinary case, the studio engaged in taking photographs of individuals for their personal use will be considered a retail or service establishment within the meaning of the law. However, the Division does not regard as being in the same classification the photographing of models, displays, and other photography of a nature used for advertisements. The studio which derives more than 25 per cent of its total dollar volume of income from such work is not exempt.

Establishments which are engaged exclusively in printing exposed films for individuals directly or for drug stores or other studios are not exempt. Also non-exempt are printing plants owned by a chain of photography studios, which develop and print pictures taken in all the studios.

Stores engaged in selling photographic supplies will be declared exempt or non-exempt upon determination of the volume of sales of a retail nature and the volume of a non-retail nature, as defined in the *Bulletin*.—From *Professional Photographer*.

## BROKEN WINDOW AND BLACKOUT PROTECTION

It is now possible for us to supply accepted forms of adhesive to reduce injury and damage from broken windows to a minimum. The products we offer have been used with considerable success in London and throughout England.

Since the great loss of life in the repeated bombings of London resulted from flying glass, the importance of rendering windows shatterproof becomes a matter of utmost importance. Various patterns and artistic use of the adhesive will readily suggest themselves. A criss-cross application of 2-inch widths on the inside of windows is the most satisfactory. The tape should be applied so that no space larger than 4 x 4 inches is left unprotected. Your windows are not rendered unbreakable but are restrained against flying fragments.

We can supply window protection scotch tape in 2-inch width and 72 yards to a roll. We can furnish a semi-transparent type designated "AFD" or a totally opaque type in similar width and length designated as "AFK." The last named will serve a reasonable purpose for in addition to complete blackout protection to a window, the glass is restrained against flying fragments.

### Acetate Fibre Tapes—2 inches x 72 yards—For Window Protection for Blackouts

	<i>TRANSPARENT TYPE "AFD"</i> <i>Tensile Strength, 36 lbs./inch</i> <i>Adhesion Value, 30 lbs./inch</i>	<i>BLACK—TYPE "AFK"</i> <i>Tensile Strength, 47 lbs./inch</i> <i>Adhesion Value, 62 lbs./inch</i>
1 roll .....	\$3.52 roll	\$3.92 roll
6 rolls .....	3.17 roll	3.53 roll
48 rolls .....	2.82 roll	3.14 roll
144-287 rolls .....	2.18 roll	2.43 roll
288 rolls and over.....	2.04 roll	2.27 roll

For those who desire something less expensive and purely as a matter of protection and blackout, we suggest scotch masking tape, Type "MF," in white, tan, or black as follows:

### Scotch Wet-or-Dry Masking Tape—Type "MF"

(White, tan or black—for window protection; black—for blackouts.) Tensile strength, 20 lbs./inch. Adhesion value, 23 lbs./inch.

	<i>1½" x 60 yds.</i>	<i>2" x 60 yds.</i>
1 roll .....	\$1.44 roll	\$1.89 roll
12 rolls .....	1.35 roll	1.77 roll
72 rolls and over .....	1.22 roll	1.59 roll

The cost is little—but the protection great. Order today from HIRSCH & KAYE.

### MANSFIELD "SIGNAL"

The indicating shortstop. Bath is colorless when fresh and turns rose-red when exhausted. Avoids stained, streaked and ruined prints caused by a worn-out stop-bath. SIGNAL represents the utmost in economy as each bath is used again and again until the red danger signal appears.

Each 16-oz. bottle makes 20 one-pint baths. When used as an intermediate bath between developer and fix, this doubles the useful life of the Hypo. Replaces Acetic Acid. Does not contain any Acetic Acid, and is suitable for all films and photographic papers. Keeps equally well in concentrated or dilute forms; is free of unpleasant odor. List price of 16-oz. screw cap bottle.....45c





## *Service Series*

Four timely styles for each particular branch of the Service.

Made in gray for 3½ x 5 prints.

Your stockhouse can take care of your orders promptly for these.



**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

*Jerry's**Corner**By Himself*

December hath 31 days—at least last December hathed.

Manuel thought he could embarrass me when he asked me if I had read "The Springs of Virginia."

No, I said—but with winter coming on, have you read flannels?

In a book store around the corner I saw a book, "Herb's in the Kitchen." I hope he found something good to eat.

If a number of cattle is called a herd, and a number of sheep a flock, what would a number of camels be? A carton.

Sugar goes up,  
Paper goes up,  
Steel goes up,  
and when it rains in San Francisco,  
Umbrellas go up.

These black ants are teaching photographers new tricks. For years they've been trying to keep light from coming in. Now they have to learn how to keep light from coming out.

We've got a Scotch customer who is waiting for the next black-out to develop his films. If it should be raining so much the better!

A customer was telling someone in the office that you can't get any bomb insurance. But he said nothing about bum insurance.

I know a fellow who was in bed when his draft notice came. He pulled the covers over his head, and now he's an undercover agent.

There seems to be a difference of opinion on the real meaning of K. P. I think it means Keep Peeling.

These black-outs really do some good. When the sirens howl and you have to turn out your light, you suddenly realize it makes no difference who you are, how rich or poor you are, or if your name is in the Blue Book or in the Rogues' Gallery.

Men who are in the dog house most of the time might just as well add a few improvements and make it an air-raid shelter.

I'm not worried about air-raids—yet. For years the Los Angeles Chamber of Commerce has advertised "Come To Los Angeles First."

What I can't figure out—what good does it do to save your face if you loose your neck in the process?

I hope the coming year you'll find the money to pay your taxes, pay your bills, have enough left so you can eat regular, go to a movie, and can find your way home in a black-out.

—JERRY.



## STUDIO FOR SALE

Ideal location and exclusive camera shop in central Oregon college town. Average gross income better than \$8,000 a year. Write for details.

Box 2464

THE FOCUS

## Photographers

Write for 1941 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## FOR SALE

Portrait Studio in Oakland, Calif. Clearing \$200.00 monthly, ground floor, exceptionally low operating cost, no close competition. Full or partial modern equipment. 20x30 camera room. Priced for quick sale. May be financed if necessary.

Box 2459

THE FOCUS

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600 cash.

Box 2456

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

The best  
by test.

## STUDIOS FOR SALE

Glendale and Pasadena, at fraction of value. Holiday business should pay for them. Cash receipts for past ten years have averaged, per year: Pasadena, \$7180; Glendale, \$6340.

HOWLETT STUDIOS  
114½ E. Broadway, Glendale, California

## FOR SALE

Studio and Camera Shop—Town of 7500 population. No local competition. For details write S. M. HURST, Madera, California. Telephone 779.

## Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

Description and illustration of any article gladly sent on request.



Cooke Wide Angle Primoplane Lens, in barrel, 4", F6.5.

Bargain Price .....\$27.50

Gundlach Ultrastigmat, in barrel, 2", F1.9.

Bargain Price .....\$15.00

Carl Zeiss Tessar, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

Hugo Meyer Kinoplasm, in barrel, 2", F1.5.

Bargain Price .....\$45.00

Two Morrison 6" Wide Angle Lenses.

Bargain Price .....\$3.50 each

B. & L. Wide Angle Protar, in barrel, cover 4 $\frac{1}{4}$ x6 $\frac{1}{2}$ .

Bargain Price .....\$17.50

Voigtlander Collinear, 10", F7.7 in Betax shutter.

Bargain Price .....\$67.50

Goerz Dago, 7", F6.8 Acme shutter.

Bargain Price .....\$55.00

Wollensak Velostigmat, 7", F6.3 Convertible in barrel.

Bargain Price .....\$13.50

Bausch & Lomb 1c Tessar, in Ilex Universal shutter, 2 $\frac{1}{4}$ x3 $\frac{1}{4}$ , F4.5.

Bargain Price .....\$19.50

Barre Rapid Portrait, F5—5" to 6", in barrel.

Bargain Price .....\$4.95

10" Darlot Lens, in barrel.

Bargain Price .....\$4.95

5x7 Wollensak Series A Portrait F5 Studio Shutter.

Bargain Price .....\$12.95

25" F6.3 "Barrell" Voigtlander, 1—water house stop.

Bargain Price .....\$12.95

6 $\frac{1}{2}$ x8 $\frac{1}{2}$  Cephaloscope, 11 $\frac{1}{2}$ ", F5, in barrel.

Bargain Price .....\$9.95

Carl Zeiss Protar, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price .....\$27.00

B. & L. Protar, 7 $\frac{3}{4}$ ", F6.8 Convertible in Acme shutter.

Bargain Price .....\$75.00

AnSCO Anastigmat, 6 $\frac{1}{2}$ ", F6.3, in Acme shutter.

Bargain Price .....\$19.50

Schneider Angulon wide Angle for 8x10, 6 $\frac{1}{2}$ ", F6.8 in barrel.

Bargain Price .....\$75.00



# BARGAINS

Gundlach Wide Angle, 8x10.

Bargain Price .....\$8.50

6½", F6.3 Ansco Anastigmat, Acme shutter.

Bargain Price .....\$19.50

4¾", 110° Radar Wide Angle, in barrell.

Bargain Price .....\$27.50

6¾" F6.3 Seneca Anastigmat, Optimo shutter.

Bargain Price .....\$10.50

4¾" F4.5 Bausch & Lomb, in ring compur.

Bargain Price .....\$27.50

2" F4.5 Novar Anastigmat, in Telma shutter.

Bargain Price .....\$10.00

4⅛" F4.5 Foth Anastigmat, in shutter.

Bargain Price .....\$12.50

Mergon Cold Enlarging Light. Needs no condensers. For use with 6½x8½ negatives or smaller.

Bargain Price .....\$16.50

5x7 Graflex Film Magazine, in fine condition.

Bargain Price .....\$14.50

8x10 Elwood Commercial Enlarger, in condition like new.

Bargain Price .....\$95.00

Elkay Water Filter, fits the faucet.

Bargain Price .....\$2.50

Kodascope, 8 mm. Model 50, uses 300-watt lamp in case. Fine condition.

Bargain Price .....\$27.50

Century No. 2 Sliding Ground Glass Carriage with one 8x10 back and one 5x7 back. Like new.

Bargain Price .....\$49.50

Sunray No. 40 Studio Lamp, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

Bargain Price .....\$37.50

10x12x5 Sterling White Enamel Hypo Tank. Perfect condition.

Bargain Price .....\$4.75

Johnson U 19 Ventlite and stand. Cabinet measures 24x19x14. Designed for No. 4 flood, 1,000-watt or 1,500-watt lamp and mounted on 7-foot studio stand.

Bargain Price .....\$44.50

Pako Electrogloss Dryer, in good condition.

Bargain Price .....\$170.00

Korona No. Home Portrait Stand with tilt top.

Bargain Price .....\$15.50

9½x17½x42" Stoneware with top and bottom outlet.

Bargain Price .....\$15.00

8x10 Eastman 2D View Camera with 29" bellows, carrying case and one film holder.

Bargain Price .....\$45.00

"The Complete Press Photographer," by Bell, with many illustrations of valuable, newsy subjects.

Bargain Price .....\$1.25

4x5 to 3¼x4 Lantern-size Wood Reducing Kits.

Bargain Price .....15c each

Beattie Mini Pan Lamp on Studio Roller Stand with counterbalance, lifts lamp to 6½' height and takes 1,500-watt lamp, in condition like new.

Bargain Price .....\$79.50

# BARGAINS

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price .....\$6.50

16x20x6 Sterling White Enamel Hypo Tank.

Bargain Price .....\$8.50

Copy "Natural Color Processes," by Carleton E. Dunne. Color separation negatives. Chromatone process, Dufay color, Agfa color and many other processes. 5½"x8", cloth bound.

Bargain Price .....\$1.50

Eastman Studio Scale. Like new.

Bargain Price .....\$3.25

R. O. C. Retouching Desk with reflecting mirror and in fine condition.

Bargain Price .....\$5.95

Emerson DC Motor, 1/20 H. P. 1,750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price .....\$2.50

Cooper Hewitt M Tube Outfit for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

Bargain Price .....\$98.00

Folmer 8x10 Home Portrait Camera. 20" red leather bellows, 4 holders in leather case.

Bargain Price .....\$34.50

Vakagraph Border Printer complete with masks.

Bargain Price .....\$49.50

Mole Richardson Professional Studio Lamps on 6' roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½"x20. Complete with necessary adjustments.

Bargain Price .....\$18.50 each

3¼ x4¼ Graflex Camera, with F2.5, 6½" Cooke lens, with Film Pack Adapter and carrying case, in excellent condition.

Bargain Price .....\$125.00

Brunner Table Model Glossy Print Dryer. Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110-volt A. C. motor.

Bargain Price .....\$98.50

Copy of "Pictorial Landscape Photography." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

Bargain Price .....\$1.95

Omega B. Enlarger for 2¼x2¼ negatives or smaller and no lens but with double condensers.

Bargain Price .....\$42.00

5x7 Home Portrait Graflex with revolving back, rising front focusing panel and film magazine. No lens in A1 condition.

Bargain Price .....\$97.50

Mendelsohn Speed Gun. Recent model D with 7" reflector. Condition like new.

Bargain Price .....\$17.50



# BARGAINS

4 Post Studio Stands for 5x7 camera, old style but in good condition.

Bargain Price .....\$19.75

4x5 Changing Bag in new condition.

Bargain Price .....\$3.50

16-oz. Glass Tumbler Graduates.

Bargain Price .....\$ .40

35 mm. Speed Carrier for Omega C. Enlarger.

Bargain Price .....\$4.50

Cirkut Print Frame. Can be used with 7"x36" paper. Complete with glass.

Bargain Price .....\$4.00

B & H Ground Glass Motion Picture Screen, 40½x30½. Suitable for use as a translucent screen.

Bargain Price .....\$2.50

5x7 Dallon Developing Tanks, with capacity of six films each.

Bargain Price .....\$6.50

Stoneware Tank, 10¾" long, 7¾" wide, 10⅛" deep—irregular in shape.

Bargain Price .....\$6.50

H. & K. Focusing Cloth, 36x48.

Bargain Price .....75c each

Sunray No. 10 Jr. Lamp, on 7' folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

Bargain Price .....\$9.50

8x10 Eastman All-Metal Camera, with 30" bellows. Fine condition.

Bargain Price .....\$125.00

Haloette Attachment for Eastman Autofocus Enlarger, with complete instructions. Permits you to obtain white backgrounds on the print.

Bargain Price .....\$10.00

Crown Printer, 11x14, with foot pedal and ground glass. Eight lamp sockets and pilot.

Bargain Price .....\$39.50

18-Gallon Stoneware Tank, 9½x9½x47, in excellent condition.

Bargain Price .....\$24.50

Halldorson Studio Junior Lamp, without 1,500-watt lamps.

Bargain Price .....\$47.50

Studio Stand, for 8x10 camera, or larger, with two posts like Semi-Centennial.

Bargain Price .....\$39.00

24" Diameter Halldorson Washer, in good condition.

Bargain Price .....\$10.50

Eastman 10" Metal Trimmer, in condition like new.

Bargain Price .....\$14.50

Baby Holder on Stand.

Bargain Price .....\$3.25

Gamma D Atomic Fine Grain Developer, approved by Mortensen. Quarts now at—

Bargain Price .....\$1.10 each

Johnson Ceiling Ventlite with 1,500-watt daylight lamp. Fine for studio where space is limited.

Bargain Price .....\$15.00

Pair 14" Condensers, in book mount, new condition.

Bargain Price .....\$65.00

Eastko Trimmer, 10". Like new.

Bargain Price .....\$4.95

Speed Gun, Model D Synchronizer, complete in box, like new.

Bargain Price .....\$18.50

Photrix Electronic Timer. New condition.

Bargain Price .....\$29.50



## *Quality* **THAT SPARKLES**

**W**ITH the right choice of material—Eastman's fast Ortho-X, Tri-X Panchromatic, or Kodatron Panchromatic Films—you can put sparkling quality into any subject, from a stunning piece of glass to a smart fashion illustration. For an ortho result, use Ortho-X. For long scale and high speed, there's nothing to beat Tri-X Panchromatic. For contrast and sparkling brilliance with fine quality, use Kodatron Panchromatic. All have high speed—all have the quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.





This set of four 8 x 10 display prints is yours for the asking

## EASTMAN WANTS TO HELP YOU GET THE SOLDIER BUSINESS

A VAST proportion of two million soldiers will be home on leave for the Christmas holidays. Every one of them should be photographed. And they will all want to take new portraits of the home folks back to camp.

It's your big business opportunity.

Eastman offers you the six-page illustrated folder shown below. It's designed to sell the Portraits-of-your-soldier idea and it's free—with your imprint. The four fine 8 x 10 Soldier and Sailor display prints are also yours for the asking while they last.

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**



The six-page folder at left, with your imprint, is free. Send for the quantity you can mail to likely prospects. Order No. 982 Folder.

THE  
**FOCUS**

*Published Monthly in the Interests of the  
Photographic Industry*

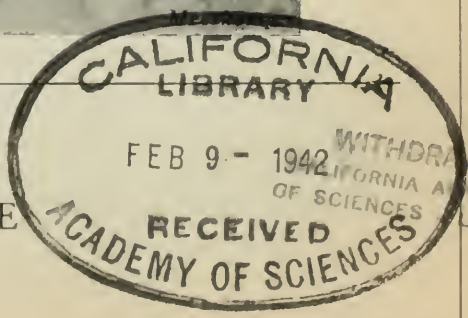
Vol. XVIII

JANUARY, 1942

No. 1



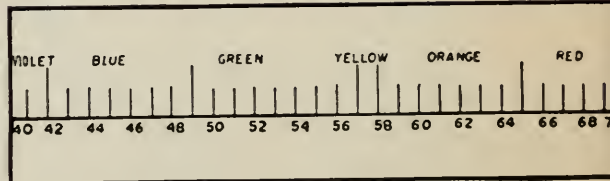
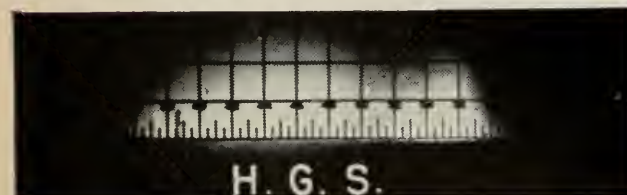
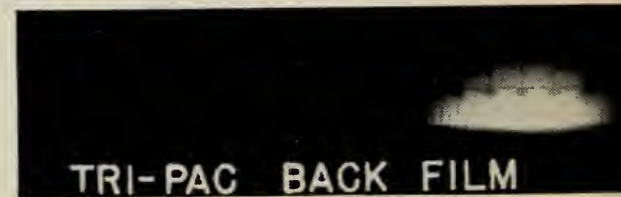
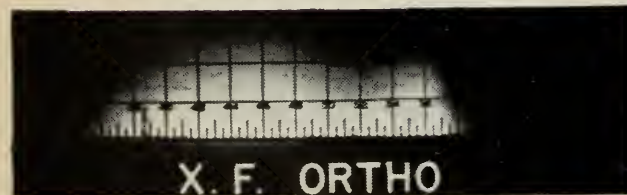
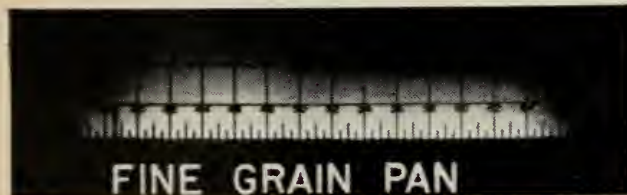
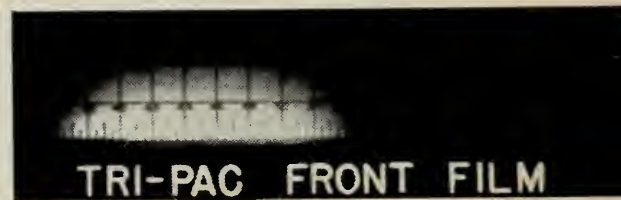
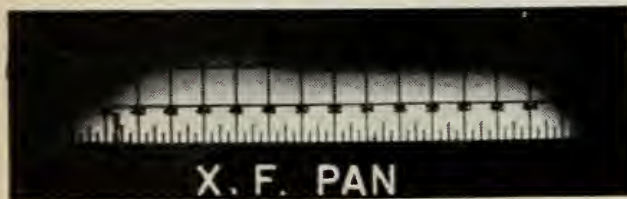
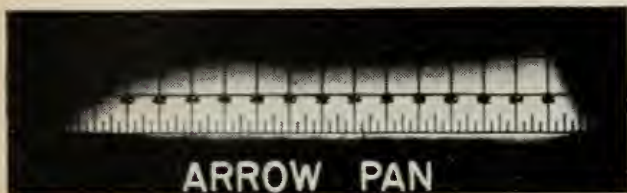
*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO





# *Defender* CUT FILM . . . COLOR-BALANCED FOR EVERY PURPOSE

Whether your next photographs depend for success upon the evenly balanced color sensitivity of the film you use . . . or upon exact color separation . . . you will find the answer to your problem in Defender Cut Film. Select the type you require from the accurate wedge spectrograms shown here and be assured of the results you anticipate.



# *Defender*

Ask for Defender Film at your dealers . . .  
in the blue and yellow package.

DEFENDER PHOTO SUPPLY CO., INC. • ROCHESTER, N. Y.

# THE FOCUS

Prepared and Published  
Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVIII

JANUARY, 1942

No. 1

## INTRODUCING—



PEDRO A. CASANAVE . . . It is fitting that this month we should tell you about one of our customers whose home and business are temporarily in great danger.

Pedro A. Casanave was born in Mexico in 1867. His father was a French business man and his mother a member of a very old Spanish-Colonial family.

His father died when Pedro was a very small boy and his mother took the boy and two sisters to New Orleans, an environment which gave every encouragement to the artistic urge already manifested in the boy. The old churches, the Spanish patios, and the lace-like iron grilles all served to make the boy appreciate art. At first the boy wanted to be a sculptor, but was advised to seek other fields due to his frail physique. A local character took the boy to his studio and gave him his first lessons in drawing and painting with a side line of music. Later he was permitted to practice painting on photographs through the courtesy of another friend. This led to the young man's introduction to a Mr. Lillenthol, who at that time had the best photographic studio in New Orleans.

In 1886 Mr. Casanave opened his first studio, the year our firm was established.

He opened on Camp Street with a partner. Two years later his partner sold to a Mr. Miller. About that time the musical urge was uppermost and Mr. Casanave was persuaded to join the Livingston Orchestra which had a contract to furnish music to the fashionable Belmonte Hotel in Asheville, North Carolina. But on the arrival of the orchestra, the hotel burned. He remained in Asheville for odd jobs, music, portraits, and coloring.

In 1893 he became an American citizen. He purchased the Enterprise Studio in Phoenix City, Alabama, and a few years later opened a branch studio in Lafayette. The Spanish-American War resulted in a call for volunteers and Mr. Casanave promptly enlisted in the 29th U. S. V. Infantry and was made a Sergeant in the band. He arrived in Manila, November 3, 1899, and was mustered out in 1901. He served with the Insular Government for four years and then went to Iloilo and opened the studio which he has since operated at this address. Until recently he had a branch studio in Manila.

His first wife, whom he married in Phoenix City, died shortly after the birth of his son, Theodore, in 1897. In 1904 he again married a distinguished Spanish lady who has presented him with four sons. These sons are now active in various positions in the Islands and their safety and welfare are a matter of great concern to Mr. and Mrs. Casanave.





FROM year to year the quality of your photographs may not vary greatly. It is the constant change in mounting styles that convinces your customers that you are keeping up-to-date.

Gross Mountings are outstanding because they're modern to the minute, because they represent real as well as visual value and because they are so designed that your public will choose them in preference to others.

Resplendent styles, values beyond their price—Gross Mountings capture popular imagination. They bring prestige to the photographer.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS ✓ TOLEDO, OHIO

HIRSCH & KAYE—*Distributors*

# IMPORTANT

## NON-RETURN OF FILM SPOOLS CAUSES SERIOUS CRISIS

### Without Proper Dealer and Finisher Coöperation, Film Shortage Inevitable

The present crisis has struck home. We have learned it is going to be difficult to obtain steel for the manufacture of film spools. In the winter season, we manufacture reserve films for the active summer season. If we cannot build up this reserve stock *now*, you and ourselves will suffer next year.

The only solution to this problem is the prompt receipt from you of **ALL** the empty film spools, retorts, film pack cases, and aluminum containers, which you can obtain—and the continuation of these shipments in the future. We will pay you for them—see below.

We all must realize that the question of our bread and butter is involved, and we cannot state too emphatically that you must actively coöperate to insure business next year.

**YOUR FUTURE IS INVOLVED, SO PLEASE SEND US THIS METAL AT ONCE AND CONTINUE TO DO SO.**

#### Method of Return

- Minimum shipping weight must be 25 lbs.
- Shipments weighing 25-40 lbs. should be sent parcel post.
- Over 40 lbs. sent by freight, collect (don't forget the freight company will pick up at your door at no expense).
- We pay transportation; you will be credited with parcel post charges.
- Outside of each package should show statement of contents.

#### Allowance made on the basis of:

	<i>Per Thousand</i>
Kodak Roll Film Spools.....	\$ 5.00
Kodak Film Pack Cases.....	25.00
Retorts with Spools for No. 135 Kodak Film.....	20.00
Aluminum Containers for No. 135 Kodak Film Retorts.....	10.00

Minimum Weight of 25 lbs. Can Include Less Than 1000 Units.

Address all returns of Eastman spools to—Eastman Kodak Company, Kodak Park, Building 64, Rochester, New York.



# UNIFORMITY



*last month*



*this month*



*next month*



*next summer*



*next year*



. . . nothing is more essential in the production of uniform prints than dependability of chemicals lot by lot. At Mallinckrodt, a special final laboratory test is made to insure uniformity. Both quality and physical texture must be exactly right before any factory lot is O-K'd for packing and shipping.

*A few of the 95 chemicals made for photographers.*

PICTOL\*, HYPORICE\*, Sodium Carbonate (Monohydrated), Hydroquinone, Sodium Sulfito Anhydrous Photo.

\*Trade Mark Reg. U. S. Pat. Off.

# MALLINCKRODT CHEMICAL WORKS

MALLINCKRODT ST., ST. LOUIS, MO.    74 GOLD ST., NEW YORK, N. Y.  
CHICAGO                      PHILADELPHIA                      TORONTO                      MONTREAL



## PHOTOGRAPHY BY INFRA-RED WITH GRAFLEX EQUIPMENT

The introduction of so-called "black-out" flash lamps (coated with a dye that transmits only the invisible radiations beyond the red end of the visible spectrum) has heightened the prevailing interest in infra-red work. Two questions you are likely to hear frequently are: "*How do I focus for infra-red?*" and "*Are my holders safe?*"

GRAFLEX and GRAPHIC film- and plate-holder slides made during the past seven or eight years (those with five raised dots on the metal end of the slide) are of a special hard-rubber compound that is opaque to infra-red radiations. Other slides *may* be safe, but should be tested.

Focusing for infra-red is not as serious a problem as many think. In the first place the "correction" required is, under all normal conditions, so slight that the increased depth of field from an aperture of  $f/8$  or smaller is adequate to overcome the effect of the shift in focus. This shift, caused by the fact that the long, invisible infra-red rays form an image at a greater distance from the lens than do the visible rays used in ordinary photography, involves moving the lens slightly forward from the position used for regular film.

The amount of shift varies with different types of lenses, and with different emulsions and filters. The maximum seems to be in the neighborhood of 3 per cent of the focal length, while the minimum is so slight as to be barely noticeable.

The only way, so far as we can learn, to determine exactly what "correction" to make for your own lens, is by a few simple tests. Use the filter and emulsion you have adopted, and make an exposure at full aperture with the lens set accurately at infinity (the camera should naturally be supported with absolute rigidity). Then advance the lens not more than 1 per cent of its focal

length (we would suggest 1 mm.), mark the setting accurately, and expose again. Repeat this for a 2 mm. extension, and so forth until you have reached 3 per cent of the focal length. Then examine the resulting negatives critically through a good magnifier, or make perfect enlargements of at least 5 diameters, and select the one that yields the sharpest print. Use the focal-setting of this negative as your standard for infra-red work at infinity.

If much work is to be done close-up, focus the subject on the ground glass through the filter you will use, and then make a similar series of tests. For occasional close-up work it should be satisfactory merely to move the lens forward from its normal setting by an amount equal to the "correction" already determined for infinity.

In actual practice the use of an aperture smaller than, say,  $f/8$  will largely eliminate need of this "correction." But for the purist, the above information will furnish material for some very interesting experimentation.

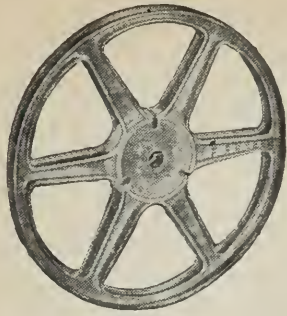
For information on infra-red-sensitive materials and filters, write to the manufacturers of film.

### Data Book "Kodak Films"

A new edition of the data book "Kodak Films" is now available. Text and specification sheets have been revised wherever necessary to bring the information up to date. Specifications have been added for Plus-X Roll Films and Film Packs, and for Kodak Direct Positive Panchromatic Film. Revisions have been made in resolving-power data, in Photoflood and Photoflash exposure recommendations and in the specifications for Kodak Micro-File Film. The booklet has a new cover of heavier stock.

Kodak Data Book—"Kodak Films"	<i>List</i> \$ .25
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## PLASTIC REELS And Now CANS



Last month we announced our stock of plastic motion picture reels for 8 m/m film. Since then we have added 16 m/m transparent plastic reels and very attractive useful 8 m/m reel cans.

The reels are transparent in color and unusually light in weight. Users will like them because the rims of the reel cannot be pinched out of alignment. The 8 m/m reels are offered in

200' size.....40c

300' size.....50c

The 16 m/m reels are offered in

400' size.....60c

Plastic cans are finished in a very attractive brown marble-tone. These are likewise light in weight, exceedingly durable, and in time are sure to replace metal containers. At present plastic cans are available for 8 m/m film in 200' size at 45c and 300' size reels for 55c. A display of these for the trade will create a demand for this item.

## TESTRITE PRINT ROLLERS

In spite of the use of wringers and modern drying appliances there are many times when a Print Roller is an indispensable part of your equipment. We doubt if we will receive any more Print Rollers until the war is over and that may be a long time.

We remind our readers that we have the well known Testrite line of rollers in two models. The lightweight model, primarily intended for amateurs, is nevertheless a good, all-purpose roller and is offered in 4", 6" and 8" widths at 30c, 45c and 65c, respectively. The larger, and somewhat heavier professional model, is offered in 6" size at 65c and 8" size at \$1.00.

We suggest you order while we have them.

## Eastman Ektar Lenses

Three lenses, supplementing the Eastman Ektar F 6.3, 14" lens, are now ready.

Like the 14" lens, they have inner glass-air surfaces treated to reduce reflection and glare and are carefully tested for definition and color correction.

### EASTMAN EKTAR LENSES

Size Covered with Full Aperture	Lens in barrel with Iris	Equivalent Focus	Diameter of Shutter	Fitted to Ilex List
F 6.3 5 x7	8½"	\$107.00	\$128.00	
F 6.3 6½x8½	10 "	\$149.00	\$181.00	
F 6.3 8 x10	12 "	\$187.00	\$219.00	

## Blue Mighty Midget Mazda Photoflash Lamp No. 5B

The General Electric Company announces a new blue Mazda Photoflash Lamp No. 5B to be available January 1.

Color coating on the new blue midget lamp has the same characteristics as that on the Photoflash No. 21B. It has been carefully matched to the color characteristics of Daylight Kodachrome.

Size and shape of the new bulb are identical with the clear No. 5.

	Case Quan.	Carton Quan.	List Each
Photoflash No. 5B.....	120	8	\$ .18

## Mazda Photoflash Lamp No. 22

The General Electric Company announces, as available January 1, the new Photoflash Lamp No. 22. This is a new shredded foil lamp rated at 60,000-65,000 lumen seconds, having size and shape identical to the No. 21 lamp.

An important feature of this new lamp is that it can be flashed on any voltage from 3 to 125 volts.

	Case Quan.	Carton Quan.	List Each
Photoflash Lamp No. 22 ...	60	6	\$ .15

## Information Wanted

Information is requested about Charles T. Goodwin who was associated with the National Recording Company in Sacramento.

Anything our readers can tell us will be kept confidential.

You'd better start giving soldiers a lift when you pass them on the road. A year from now with no tires on your car, you'll be thumbing a ride in a tank or a jeep.

## A New Racket

The announced curtailment of the sale of automobile tires will result in new problems for those of our readers who are occupied with crime detection and prevention. It will likewise create a source of annoyance and serious inconvenience to photographers.

It is inevitable that there will be a wave of tire stealing, especially as older tires show increasing evidence of wear. It need not be necessary to remind our readers of the potential danger when parking your cars, especially at night.

## Be It Resolved—

RESOLVED, by the Assembly of the State of California, the Senate thereof concurring, That the Legislature of the State of California condemns and deplores the action of any and all merchants in this State who fail or refuse to observe the closing hours agreed upon by the majority of the owners and operators of competitive mercantile stores in their communities where such closing hours have been adopted in the interests of the public safety; and, be it further

RESOLVED, That the Legislature hereby admonishes such merchants that their failure to conform to voluntary restrictions in this critical period may result in the imposition of drastic restrictions upon all retail establishments either by virtue of action on the part of this or other legislative bodies or by the exercise of the powers of the military authorities of the United States.



## LIGHT—Of Different Kind But Important

Recognizing the great demand throughout the western states for electric flashlights, we have arranged to add flashlights and batteries to our stock and are now able to make delivery. We offer the famous Burgess line of flashlights and batteries in an assortment of flashlights which is ample to supply a flashlight for every purpose.

K2.....This will probably be as popular a flashlight as was ever announced. Measuring  $\frac{3}{4} \times 1\frac{1}{2} \times 2\frac{3}{4}$ , it is not as bulky as a package of cigarettes. The plastic case, available in various popular colors, is hinged like a book and the moulded pattern of the two penlight batteries indicates the manner in which the bulbs are inserted. This flashlight can be carried in vest-pocket or purse, and is ample during blackouts to help you find your way around. A surprisingly large amount of light is produced. Price is 59c.

T79.....This is a streamlined, torpedo shaped, chromium plated case  $7\frac{1}{2}$  in. long and  $1\frac{1}{2}$  in. in diameter. It is furnished complete with two No. 2 round battery cells and with unbreakable Tenite lens. The light is prefocused and is turned on by a forward motion of a button. A popular low price, all-purpose flashlight. Complete with batteries at 79c. When ordered in minimum quantities of three, an attractive counter display is enclosed free of charge.

RS1.....This is a two-cell round metal case measuring  $1\frac{3}{4} \times 6\frac{3}{4}$  with a 2-in. lens. The rim of the lens is so designed that the lens cannot roll when placed on a table. Neat appearing with chromium finish it is furnished with a prefocus light, a lock switch, and complete with batteries at price of \$1.00.

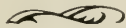
P13.....This is a larger three-cell De Luxe spotlight with prefocused light, lock button, non-roll rim, and a concealed ring for hanging. It measures  $1\frac{1}{2} \times 9$  in. with 2-in. lens. A very useful, all-purpose flashlight of considerable view, furnished with battery for \$2.00.

We can also furnish replacement batteries for these and similar flashlights and camera shops are invited to consider the addition of these timely items to their stock. They are as popular for resale as roll film. It is not a matter of every family home and studio having a flashlight, but a matter of general importance that each person in the family be provided with flashlight equipment.

Order as many as you can from HIRSCH & KAYE

## Price Reduction

Photographers who recently installed fluorescent lighting units and those who still contemplate the installation of this equipment, will be interested to know of a price reduction in fluorescent tubes. As more of this equipment comes into daily use we can expect further reduction in this type of light which, in up-keep cost, is by far the most economical of tubes.



## Blackout Lamps

Here is an article not actually related to photography but nevertheless useful in your studio and in your home. The manufacturers of a well known line of outer globe safelites have announced the Two-Lite Blackout lamps. Each consists of an outer shell of two pieces of blue colored translucent plastic material. It is screwed into a socket like an ordinary lamp. Inside the shell is a similar socket in which we furnish a 7½-watt Mazda globe.

The purpose of this Two-Lite Blackout lamp is to provide dim but ample illumination of low visibility for stairways, halls, and public places. A very handy thing to have and furnished complete for only 45c. When not required for complete blackout, the lower half of the shell is readily removed, giving you the full benefit of the illuminated globe.



## Is There Another?

In THE FOCUS for November we mentioned that apparently L. B. Haneman of Battle Mountain, Nevada, had established a new record for length of service as a photographer. Now we learn that Mr. Scott of Elko, Nevada, is practically 76 years of age and has been a photographer since 1884. He is still active in the profession. Incidentally, Mr. and Mrs. Scott will celebrate their Golden Wedding anniversary on December 28.

Are there other old timers from whom we have not heard?

## Suggestions for Stop Baths

We suggest that a 3 per cent solution of Sodium Bisulfite or Sodium Metabisulfite (3 oz. 367 grains per gal.) be used for paper stop baths. It may be more desirable to use Sodium Bisulfite because this is less expensive than Sodium Metabisulfite.

### SUBSTITUTE FILM STOP BATHS

Water .....	32 oz.	1.0 liter
Potassium Chrome Alum .....	1 oz.	30.0 grams
or		
Water .....	32 oz.	1.0 liter
Potassium Chrome Alum .....	1 oz.	30.0 grams
Sodium Sulfate Exsiccated .....	2 oz.	60.0 grams

In either of these stop baths between development and fixation, the standard Eastman Formula F-24 can be used.



## Pic-Sharp

The suggestion has been made and confirmed by actual test that the Pic-Sharp magnifier for ground glass focusing is excellent for examining Kodachrome transparencies. By this we do not mean they should be used for viewing, but they are excellent for examining the pictures in detail. Just one more reason why every photographer should have a Pic-Sharp. Order one for yourself and several more to be sold to your customers.



## Try It

A reader has thoughtfully submitted a suggestion with reference to spotting glossy prints. He suggests the use of any good retouching dope and apply it the same way. If you require retouching pencils, the spotting will not show.





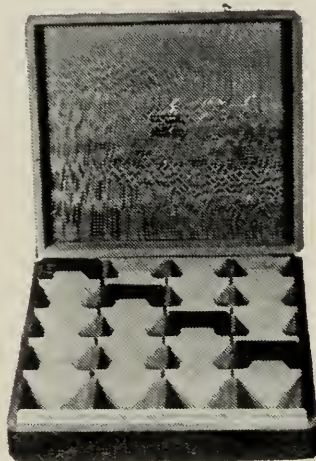
### "Midget" Nega-File for Slides

The "Midget" Nega-File for Slides is a handy, sturdy and attractive File which can be carried in a coat pocket. It is well made of quarter-sawed sycamore throughout and varnished in natural wood finish.

Divided into six sections with three removable partitions, it provides for convenient grouping by subjects.

Capacity of 140 ready mount slides or seventy mounted slides.

Price, each, \$1.00



### "Master" Nega-Files for Slides

The "Master" Nega-File for Slides combines both beauty and utility. It has a capacity of approximately 650 Ready Mount Slides or 250 Mounted Slides. Separators, which fit in slots, also serve as subject cards permitting easy classification of slides; the separators, being removable, allow various amounts of space for different subjects, and are coated to take ink readily.

This Nega-File is manufactured of beautiful quarter-sawed sycamore throughout and is varnished in natural wood finish.

Complete, only \$2.95



### Nega-File 35 "De Luxe"

Each Nega-File described on this page is equipped with 100 glassine Envelopes which, with the exception of Envelopes for Nega-Files Nos. 22 and 35, are printed for Number, Name, Film, Stop, Filter, Exposure, Camera and Developer, and are also thumb cut.

Each Nega-File is also equipped with an Index, providing for the filing of negatives by subjects, and ten numerical Index Guides printed from 10-100.

The "De Luxe" Model is manufactured of quarter-sawed sycamore throughout and varnished in natural wood finish. The regular models are made from heavy chip-board with a heavy maroon-colored paper on the exterior that will not easily soil and lined throughout with book-lined paper.

Refills consist of 100 Nega-File Envelopes, an Index and Guides printed 110-200 which, in the case of Nega-Files Nos. 16, 22, 35, 45 and 57, complete the capacity of the Nega-File. Nos. 20 and 24 have a capacity of 400 and 600 negatives respectively. Nega-File Envelopes are also available in packs of 100.

<i>Film Nos.</i>	<i>File No.</i>	<i>List Price</i>
35 mm., 828 and 127.....	"35"	\$1.45
120, 620-2¼x3¼ negs.....	"20"	1.45
120, 620-2¼x2¼ negs.....	"24"	1.50
620—strips of 3-2¼ sqs. or 4-2¼x1½.....	"22"	1.75
116, 616, 130, 118, 124, 541, 518, 122.....	"16"	1.60
523 and 4x5 cut film.....	"45"	1.75
5x7 cut film.....	"57"	2.10

"De Luxe" models are available in all of the above sizes at an additional cost of \$1.00 to the above list prices.

Dealers and photo finishers are urged to investigate the Nega-File line, and add it to their stock as a service to their customers and increased sale of still obtainable merchandise. Illustrated catalog sent on request.

# SNAPSHOTS IN COLOR

## The Biggest News Since the Introduction of Roll Film

FOR years amateur photographers and even professionals have talked of the day when it would be possible to load an ordinary box or roll camera with a roll of film and be able to produce as many prints in color as might be wanted. That day has arrived and we are glad to announce KODACOLOR FILM AND PRINTS.

This KODACOLOR is a new Eastman color process which starts with a new film in KODACOLOR film, available in six exposure rolls, in six popular sizes for roll film cameras. After exposure and development, full color prints on paper called KODACOLOR prints are made by Kodak Laboratories in Rochester. KODACOLOR film is available in the following sizes at the indicated prices:

127	120	620	116	616	122
\$1.25	\$1.50	\$1.50	\$1.75	\$1.75	\$2.40

These prices include processing the film (but not printing) at Rochester.

KODACOLOR film is loaded, exposed, and removed from the camera just like black and white film. No filters or gadgets are required. Any camera that will produce satisfactory black and white pictures is suitable regardless of lens and shutter equipment. Even a Brownie will make satisfactory KODACOLOR pictures in summer sunlight. For average subjects, in sunlight, the basic exposure is 1/50 at F 8 to F 11. Complete exposure information is included with each roll of film.

After exposure, the user removes the roll from his camera, restores it to the carton and returns it to his supplier for processing and printing. Processed KODACOLOR films are color negatives. Like black and white photography, KODACOLOR is negative-positive process.

All KODACOLOR prints list at 40c each with a minimum charge of 1.00 except when prints are wanted at the time the film is processed. If the camera is a Brownie Reflex, Kodak Duo 620 or other split-frame cameras each of the good negatives can be printed, separately to width of 2 $\frac{7}{8}$ " at price of 40c.

All KODACOLOR prints are made at the same fixed width of 2 $\frac{7}{8}$ ". Here is a list of sizes in which the various prints can be furnished:

### KODACOLOR PRINT SIZES

( $\frac{3}{16}$ " margins not included)

<i>Negative Size</i>	<i>Print Size</i>	<i>Negative Size</i>	<i>Print Size</i>
No. 122 .....	2 $\frac{7}{8}$ x 5 $\frac{1}{8}$	No. 120 .....	2 $\frac{7}{8}$ x 4 $\frac{3}{16}$
No. 616 .....	2 $\frac{7}{8}$ x 5	Half-620 .....	2 $\frac{7}{8}$ x 4
No. 116 .....	2 $\frac{7}{8}$ x 5	Half-127 .....	2 $\frac{7}{8}$ x 3 $\frac{3}{16}$
No. 127 .....	2 $\frac{7}{8}$ x 4 $\frac{1}{2}$	1 $\frac{1}{8}$ x 1 $\frac{3}{8}$ .....	2 $\frac{7}{8}$ x 2 $\frac{7}{8}$
No. 620 .....	2 $\frac{7}{8}$ x 4 $\frac{3}{16}$	2 $\frac{1}{4}$ x 2 $\frac{1}{4}$ .....	2 $\frac{7}{8}$ x 2 $\frac{7}{8}$

KODACOLOR prints are made by a standard printing process and it is not possible to produce enlargements. The picture size is limited to the size indicated for a given size negative. KODACOLOR prints can be mounted in an album with suitable adhesive or dry mounting process. The dating of KODACOLOR film will approximate nine months. Portrait attachments and similar lenses may be used but no filters. All prints have a glossy surface and it is interesting to know that excellent black and white pictures are obtained from sharp KODACOLOR negatives.

(Continued on Page 15)



# I M P O R T A N T

## PHOTO-COPYING REGULATIONS

The following may not be copied photographically. There are penalties of fine or imprisonment for those found guilty of making such copies.

• Obligations or Securities of the United States Government including:

<ul style="list-style-type: none"> <li>Bonds</li> <li>Certificates of Indebtedness</li> <li>National Bank Currency</li> <li>Coupons</li> <li>United States Notes</li> <li>Treasury Notes</li> <li>Gold Certificates</li> <li>Silver Certificates</li> <li>Fractional Notes</li> </ul>	<ul style="list-style-type: none"> <li>Certificates of Deposit</li> <li>Bills, Checks, or Drafts for Money, drawn by or upon authorized officers of the United States</li> <li>Stamps and other representatives of value, of whatever denomination, which have been or may be issued under any Act of Congress.</li> <li>Coins or Money in any form.</li> </ul>
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- Adjusted Compensation Certificates for Veterans of the World War.
- Amateur Radio Operators' Licenses.
- Automobile Licenses; Drivers' Licenses; Automobile Titles in Certain States.
- Certificates of Citizenship or Naturalization.
- Copyrighted Material (Without Permission of the Owner of the Copyright).
- Immigration Papers.
- Passports.
- Obligations of Any Foreign Government, Bank or Corporation.

### EXCEPTION

When it is necessary to copy a legal document on which there is a cancelled revenue stamp, this may be done by authority of Sec. 402.2 of Internal Revenue Bulletin No. 7 entitled "Reproductions Authorized":

"Authority is hereby given to make, hold and dispose of black and white reproductions of cancelled United States Internal Revenue Stamps provided that such reproductions are made, held and disposed of as part of and in connection with the making, holding and disposition for lawful purposes of the reproductions of the documents to which such stamps are attached."

We have endeavored to list the subjects which it is not permissible to photograph. We recommend in case of any uncertainty that you ask the advice of your attorney.

# KODACOLOR FILM

(Continued from Page 13)

## SPECIAL NOTICE

The retail price of KODACOLOR film includes processing only. Exposed KODACOLOR film will be handled with great care while in our possession. The film will be replaced if damaged or lost at any time by us or any associate company. Except for such replacements, KODACOLOR film will be accepted for processing and for making KODACOLOR prints without warranty, guarantee, or liability of any kind.

The dye used in KODACOLOR film and KODACOLOR prints, like other dyes, may, in time, change. Neither KODACOLOR film nor KODACOLOR prints, therefore, will be replaced or otherwise warranted against any change in color.

## Aerosol

The popularity of the well known wetting solution continues. An increasing number of photo finishers now have added this to their solution and we are prepared to supply Aerosol in small bottles at 25c; also in one-gallon containers. The larger units will be found to be the most economical for professional photographers.

Eastman View Camera No. 2D will henceforth be supplied as follows:

Eastman View Camera No. 2D with one Eastman Film or Plate Holder, without lens  
5x7

Without case .....\$72.75

With case ..... 83.25

8x10

Without case .....\$86.60

With case ..... 98.60

Carrying cases for these cameras will continue to be furnished.

We were glad to welcome Mr. and Mrs. Le Mille of Redman, Oregon, during their brief visit in San Francisco. They had made a rather extended tour and were then on their way home.

The Treasury Department has ruled that Developing Trays and Hypo baths are taxable but that Funnels and Graduated Measures are not taxable.

## Please Note

The Department of Justice has issued a warning "that any Japanese, German or Italian National (alien) found in possession of a camera of any kind, regardless of the use to which it is put, faces loss of his or her equipment and detention in concentration camps."

It behooves every dealer to cooperate to the fullest extent in the above, which plays a most important part in the national defense.

## Army Announces Areas Banned to Photographers

In the interest of national security, citizens were advised by the Western Defense Command and Fourth Army against taking photographs showing:

Army units, headquarters, transports, camps, buildings, installations, projects, weapons, equipment, supplies, movements or other military materiel or activities in the Western theater of operations comprising California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona and Alaska.

Banned also is photographing of non-military structures including bridges, tunnels, shipping and railroad facilities, reservoirs, certain essential manufacturing plants, electric or gas units, telegraph, telephone and radio installations.



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Grey only

<i>Print Size</i>	<i>Outside Size</i>	<i>List Price per 100</i>
3x4	4 $\frac{3}{4}$ x 6 $\frac{3}{4}$	\$ 6.75
3x5	5 $\frac{3}{8}$ x 7 $\frac{3}{8}$	8.50
4x6	6 $\frac{1}{8}$ x 9	10.00
5x7	7 $\frac{1}{8}$ x 10 $\frac{1}{8}$	11.50
8x10	10 x 13 $\frac{1}{2}$	19.50
10x8	12 $\frac{1}{2}$ x 11	20.00
<b>KELSEY</b>		
3x4	4 $\frac{3}{4}$ x 6 $\frac{3}{4}$	\$ 5.00
3x5	5 $\frac{3}{8}$ x 7 $\frac{3}{8}$	6.25
4x6	6 $\frac{1}{8}$ x 9	8.00
5x7	7 $\frac{1}{8}$ x 10 $\frac{1}{8}$	9.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and  
5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



<i>Size</i>	<i>Outside Size</i>	<i>Price per 100</i>
3 x 4	5 x 7	\$ 6.25
3 x 5	5 $\frac{1}{2}$ x 8	7.25
4 x 6	7 x 10 $\frac{5}{8}$	10.00
5 x 7	8 x 11 $\frac{3}{4}$	11.00
7 x 5 Group	9 $\frac{1}{8}$ x 8 $\frac{1}{8}$	11.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{4}$ x 12 $\frac{1}{2}$	13.75
8 x 10	10 $\frac{3}{4}$ x 14	16.00
10 x 8 Group	13 x 11 $\frac{3}{8}$	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

# "Sussman Mounts Are Paramount"

## Jalmage Folders

Beauticoat Duplex Cover Stock

White or Buff Antique Stock Insert

Slip-In Style

Buff or White Shades

Deckle-Edge Cover

The outer surface of the cover is coated in a new fashion, the inside surface being rough antique to correspond with the antique insert stock. A platinum ink design on the cover enhances its attractiveness. The insert design, a double line effect, pleasingly frames your portraits. The insert design also features a plate sinking to lend it further distinction.

Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
*3 x 5	5½ x 8	7.75
*4 x 6	6½ x 9¼	9.50
*5 x 7	7¼ x 10	11.00
7 x 5 Group	9½ x 8½	11.50
6½ x 8½	9¼ x 12½	14.25
8 x 10	10¾ x 14	16.75
10 x 8 Group	13 x 11½	16.75

\*In stock. Other sizes to order.

Boxed in 100's—3x4, 3x5 and 4x6

50's all other sizes.



## Fargo Easels

Silver and Black Design

Grey Shade Only

Coated Duplex Cover Stock, Coated Insert Stock

Slip-In Style

Serrated Edge Underlay

A distinctive easel in modern design, typical of Sussman leadership in the Mounting field. It's moderately priced and the sizes will take care of all principal requirements for the easel style.

Print Size	Outside Size	Price per 100
3 x 4	4¾ x 6⅞	\$ 7.00
*3 x 5	4¾ x 6⅞	7.00
*4 x 6	5⅞ x 8⅞	9.00
*5 x 7	6¾ x 9½	10.25
7 x 5 Group	8⅞ x 7⅞	12.50
6½ x 8½	9½ x 12½	16.50
8 x 10	10 x 13½	19.50
10 x 8 Group	12½ x 11	20.00

\*In stock. Other sizes to order.

Boxed in 100's—3x4 and 3x5

Boxed in 50's—4x6, 5x7 and 7x5 gr.

Boxed in 25's—6½ x 8½, 8x10 and 10x8 gr.



Manufactured by A. SUSSMAN & CO., Philadelphia

HIRSCH & KAYE

Distributors



## THREE NEW DAYLIGHT BLUE SUPERFLOOD BULBS NOW AVAILABLE FOR COLOR USE

To meet the critical requirements of color photography, the Wabash Photolamp Corporation, of Brooklyn, N. Y., has produced three new Daylight Blue Superflood Photolamps, identified as Nos. B1, B2 and B4, as illustrated on front cover. These new bulbs are made of a natural daylight blue filter-glass which acts as its own self-filter to bring out the color spectrum of the light to approximate natural daylight, thus eliminating the need for correction filters when taking indoor color pictures with regular professional daylight type Kodachrome film.

The natural daylight blue glass of the bulb has been inside frosted to produce a soft diffused type of light that is recommended especially for all applications where artificial light is required to supplement daylight and for softer shadows in both black and white, and in color. The characteristics of the three new bulbs follow:

	<i>No. B1</i>	<i>No. B2</i>	<i>No. B4</i>
Watts .....	250	500	1,000
Bulb designation .....	A21	A25	PS35
Life in hours .....	3	8	10
Approximate lumens .....	6,100	12,000	23,500
List price .....	\$ .30	\$ .60	\$1.75

## OUTFIT FOR TESTING FIXING BATHS ANNOUNCED BY KODAK

To enable every photographer to answer for himself the question, "How fresh is the fixing bath?" Eastman has just introduced the Kodak Testing Outfit for Acid Rinse and Fixing Baths for Paper. A compact, two-bottle kit, the unit contains sufficient material to keep the average photographer well informed on this point for many weeks.

According to the company, the fluid in bottle "A," the acid rinse bath test, will turn purple when added to an acid rinse bath whose acidity has fallen to a point beyond which it is unsafe for further use. In a similar manner the fluid in bottle "B" will combine with a fixing bath to produce a heavy yellow precipitate if the bath is exhausted.

Designed particularly for use with rinse and fixing baths for paper, the Kodak Testing Outfit is said not to be usable for testing film and plate fixing baths. The complete kit is priced at \$1.00.

Order today from HIRSCH & KAYE

## Tips on Kodachrome for Tropical Travelers

Travelers to the tropics should be advised of two extremes of weather conditions prevalent. In the West Indies, for example, the air is almost continually filled with an atmospheric haze; in Central Mexico and southwest United States it is generally extremely clear. Both of these conditions require exposure variations from the normal for best results. (See table that follows.)

Filmers going to hot and humid climates should be encouraged to take only Ciné-Kodak Films in tropical packing. Eight-mm. and 16-mm. rolls are already packed in taped film containers. A small extra charge is made for tropically packing 8-mm. and 16-mm. magazines.

Whenever possible, filmers in the tropics should keep both their unexposed and exposed Kodachrome in a refrigerator. If refrigeration is not readily available the films should be kept in as cool a place as possible. Unexposed film kept in a refrigerator should be removed a day before it is used, to allow the film to warm up slowly to outside temperature. This decreases the danger of condensation on the cold film which might cause trouble.

Exposed Kodachrome Film should never be resealed in tropical packages

unless special precautions are taken to dry out the films beforehand. The amount of moisture film absorbs depends on the length of time it is exposed to humid, high temperatures. This moisture may be transferred to dried rice, tea leaves, or silica gel by sealing the film in a can with any of these agents. Rice can be dried by heating it in an open tin until it is pale brown; it should then be cooled in a closed container before using. One pound of rice will dry ten 100-foot rolls of 16-mm. film.

Tropical filmers should be encouraged to send their Kodachrome Films for processing as soon after exposure as possible. Keeping exposed films for even a few weeks' time in hot and humid climates may result in faulty color because the latent image in one of the emulsion layers may change more rapidly than in another.

Processed Kodachrome should be kept relatively cool and dry. The most satisfactory storage place is one in which the temperature does not exceed 70° and the relative humidity 50 per cent. Of course, Kodachrome may be exposed temporarily to a higher humidity and temperature, but the cooler and dryer Kodachrome Film is kept the

(Continued on Page 21)

### KODACHROME EXPOSURES RECOMMENDED

For Use in Tropical Sunlight. Normal Camera Speed (16 frames per second)

<i>Region</i>	<i>Subject in Sunlight</i>	<i>Exposure</i>
West Indies and other areas where air is continually filled with atmospheric haze.	Average colored subject.....	f/5.6
	Light colored subject. Beach, marine, distant views.....	Between f/5.6-8
Central Mexico, Southwest United States and other areas where atmosphere is unusually clear and the range of light intensities extremely great.	Light colored subject, flat lighted .....	Between f/8-11
	Sidelighted subject with important large shadow areas....	Between f/5.6-8
	Backlighted subject where highlight detail not important .....	Between f/4.5-5.6



# Wollensak means Good Lenses



*"Portrait of An Old Woman," taken in China by Francis Wu, A.R.P.S., of Hong Kong, China, has hung in:*

8th Detroit Int. Salon, 1939  
Photographic Society of America, 1940 Int. Salon  
London Salon, 1939  
Iowa State Fair Int. Salon, 1940  
Paris 34th Int. Salon, 1939  
Victorian Int. Salon, 1939  
Germany Int. Salon, 1939  
Amsterdam Int. Salon, 1939

Canadian 6th Int. Salon, 1939  
Jugoslavia 7th Int. Salon, 1939  
Spain 15th Int. Salon, 1939  
Marshall Field 3rd Int. Salon, 1939  
Fifth Prize in Camera-Craft  
Monthly Competition, 1939  
Roll of Honor in Springfield Int. Salon, 1940  
Rochester 5th Int. Salon, 1940  
2nd Springfield Int. Salon, 1940  
5th Des Moines Int. Salon, 1940  
Norfolk 3rd Int. Salon, 1940  
Wilmington 7th Int. Salon, 1940

First All China Exhibition, 1939  
P. P. A. 7th Int. Salon, 1940  
Milwaukee 7th Int. Salon, 1940  
Vancouver 1st Int. Salon, 1940  
Wilkes-Barre 2nd Int. Salon, 1940  
Amateur Photographic Competition, London, 2nd prize, 1939  
Boston Nature Int. Salon, 1940  
*Francis Wu says . . . "All my exhibition and competition works are enlarged through a 5 inch f4.5 Wollensak enlarging lens." Improve your photography with a Wollensak.*

For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**

## BROKEN WINDOW AND BLACKOUT PROTECTION

We now have a supply of adhesive to reduce injury and damage from broken windows to a minimum. The products we offer have been used with considerable success in London and throughout England.

Since the great loss of life in the repeated bombings of London resulted from flying glass, the importance of rendering windows shatterproof becomes a matter of utmost importance. Various patterns and artistic use of the adhesive will readily suggest themselves. A criss-cross application of 2-inch widths on the inside of windows is the most satisfactory. The tape should be applied so that no space larger than 4 x 4 inches is left unprotected. Your windows are not rendered unbreakable but are restrained against flying fragments.

We can supply window protection scotch tape in 2-inch width and 72 yards to a roll. We can furnish a semi-transparent type designated "AFD" or a totally opaque type in similar width and length designated as "AFK." The last named will serve a double purpose for in addition to complete blackout protection to a window, the glass is restrained against flying fragments.

### Acetate Fibre Tapes—2 inches x 72 yards—For Window Protection for Blackouts

	<i>TRANSPARENT TYPE "AFD"</i> <i>Tensile Strength, 36 lbs./inch</i> <i>Adhesion Value, 30 lbs./inch</i>	<i>BLACK—TYPE "AFK"</i> <i>Tensile Strength, 47 lbs./inch</i> <i>Adhesion Value, 62 lbs./inch</i>
1 roll .....	\$3.52 roll	\$3.92 roll
6 rolls .....	3.17 roll	3.53 roll
48 rolls .....	2.82 roll	3.14 roll
144-287 rolls .....	2.18 roll	2.43 roll
288 rolls and over .....	2.04 roll	2.27 roll

For those who desire something less expensive and purely as a matter of protection and blackout, we suggest scotch masking tape, Type "MF," in white, tan, or black as follows:

### Scotch Wet-or-Dry Masking Tape—Type "MF"

(White, tan or black—for window protection; black—for blackouts.) Tensile strength, 20 lbs./inch. Adhesion value, 23 lbs./inch.

	<i>1½" x 60 yds.</i>	<i>2" x 60 yds.</i>
1 roll .....	\$1.44 roll	\$1.89 roll
12 rolls .....	1.35 roll	1.77 roll
72 rolls and over .....	1.22 roll	1.59 roll

Also of considerable use in printing and enlarging rooms for masking, etc. The cost is little—but the protection great. Order today from HIRSCH & KAYE.

## Kodachrome

(Continued from Page 19)

better it will retain its normal color balance. Under no circumstances should exposed Kodachrome be purposely humidified.

The annual exodus of travelers to the tropics is now getting under way. As

usual, they are taking their cameras with them. Because they're traveling through colorful country they will want to take along plenty of Kodachrome Film, and they'll want the pictures they shoot with this film to be the best obtainable. You can help them get the results they are after by passing on to them these travel tips.



## Important Notice

Effective with this number THE FOCUS will change to a bi-monthly publication, which means that you will receive it every other month. Shortage of linotype material, paper, and other war-time conditions make it imperative that this change be made. The next number will arrive sometime in March.

Meanwhile, if important announcements are to be made, you will receive one of our service bulletins. On hearing this decision Jerry announced a plan of his own but at this writing we are unable to pry from him his military secret. In the vernacular of modern youth there is no such word as "can't" and Jerry will no doubt see that his public is not overlooked in any way.

## Throw Away the Old Schedule

The impact of the war is already felt in a number of other ways other than the shortage of equipment. The shortage of rubber for tires has caused all trucking and drayage companies to curtail their operations. This likewise applies to our own truck and to equipment used for local and trans-bay deliveries.

Do not figure too closely on the arrival of your goods. We will try to have your orders packed as quickly as possible but we have already noticed that packed orders remain in the shipping room longer than usual, awaiting the call of the drayage company. After all, if diverting rubber that is needed will help us win this war, we will all be better off for this small sacrifice of super service.

## Stolen

4x5 Speed Anniversary Graphic No. 275060 with F4.7 Ektar lens No. E65951 in Supermatic shutter. Was fitted with Kalart range finder and Abbey synchronizer. A Weston meter was also taken. If offered for sale, please wire Ibanex Studio, 1038 Broadway, Fresno.

## Visitors

Each year following the close of the Christmas season it is our pleasure to welcome and chat with a number of our readers. This year we recall the visit of Mr. Platt of Redding, Mr. Staples of Chico, and Mr. Cramer of Santa Cruz.

"Cap" Crane of Vallejo calls rather frequently but this time we had the pleasure of meeting Mrs. Crane.

Mr. and Mrs. Lucas and co-worker of the Modern Photo Arts Studio in Stockton called. Likewise Mr. and Mrs. Wallis of Lodi.

Mr. Adrian and Mr. Wattel of Stockton purchased a new camera and Mr. Goodrich of Yreka entertained us with the history of the State of Jefferson.

Will Thomason of Chico likewise called.

## For Sale

Ground floor studio in Oregon. Location is excellent and studio and equipment is ample. Will sell on terms. Owner called to military service.

CECIL V. AGER La Grande, Oregon

## Wanted

Prism Binoculars of all kinds, new and used. Please submit complete description or send the glasses to us for appraisal.

Should repairs be needed we can recondition the binoculars for we are equipped to render this service.

## For Sale

Well founded studio in Wyoming; selling because of defective vision. Studio deserves investigation.

MURL McCoy Afton, Wyoming

## Wanted

Receptionist, attractive, with sales ability, who can retouch and color. Steady position, good pay.

THE CAMERA SHOP Lompoc, California

## A Suggestion

When making a photograph of a man with a pipe either for a catalog illustration or for a portrait, put some tobacco in the pipe and light it. An empty pipe will readily make itself known in the picture and will give your picture that posed appearance which detracts from its usefulness.



## How to Find Us

Out of town photographers who have not yet called on us and contemplate a visit to San Francisco will find it easy to find our address.

A diagram has been prepared to indicate the most practical route to 239 Grant Avenue via the Bay Bridge. A copy of the diagram and any specific information will be sent to anyone who would like to have this service.

## Notice

To be sure of a mutual understanding with reference to prices, we remind our readers that all orders are accepted subject to price changes and/or discounts which may prevail at the time of delivery. This reminder is made necessary by the continual arrival of similar notices from the numerous manufacturers whose products we distribute.

While the situation had already become quite serious, the huge armament program outlined in the President's address to Congress indicates to what extent shortages will exist in all non-defense lines. For this reason, we are unable to guarantee time of delivery on such items as may not be in stock when your order arrives nor will we be able to guarantee the price. Thanks to an understanding of what the future might hold, we have tried to build up as large an inventory as possible of all items for your protection during 1942.

## Paper Shortage

Perhaps you have experienced a delay in receiving your supplies of single weight paper. We remind you that this is not due to an actual shortage of the paper but due to so much of it being diverted into the defense program for various purposes. Pictures for the armed forces, for identification and similar purposes have prior claim over all other photographs and in the event you are still waiting for glossy paper, we suggest you seriously consider a substitution of some other surface for which the demand is more like normal.



## No Tax

The following items have been ruled upon as not being subject to the Manufacturers' Tax:

Unsensitized film, paper and fabrics; blotter backs; photographic chemicals, including prepared and mixed both liquid and powder; bromoil pigments; pallettes; negative files; mounting cardboard; carbon tissue; prepared chemical specialties, including stain remover, spotting medium, print and negative dryer; hypo-killer, intensifiers, reducers, retouching varnish, toners, lens cleaners and wetting solutions; dry mounting presses; trimmers; print rollers; negative illuminators; albums; mounts; foot-control switches; negative containers and albums; carrying cases of all kinds, sold separately; slide boxes; transparency viewers; motion picture reels, cans and humidors; slide glass; wooden film clips; glass graduates and funnels; paper cabinets and safes; scales; weighing spoons; 8 mm. and 16 mm. motion picture projectors; still film and plate projectors; motion picture accessories, including splicers, rewinds, viewers and editing equipment.



Beverly Hills police have warned camera shop owners, jewelers and furriers to remove goods from windows nightly at dusk in case smash-and-grab thieves take advantage of blackouts to ply their nefarious trade.





*THE SERVICE CASE*  
(Maroon)

*THE EXCHANGE PHOTO CASE*  
(Black)

**M**ADE of leatherlike material with a Morocco grain in regular stock sizes—3x4, 3x4½ and 4x6—for one, two or three pictures. Print is held in place by acetate corners and protected with Kodaloid. Prices starting as low as 25 cents each.

The SERVICE CASE has an appropriate emblem stamped in genuine gold leaf on cover . . . in keeping with military portraits.

The EXCHANGE PHOTO CASE—Plain cover, no design—suitable for general use.

These cases will create a demand for extra prints for either class of work. Have samples of both styles in your salesroom and suggest an extra portrait as a special gift after you have made the sale for regular portraits.

*Available through your stockhouse*

**EASTMAN KODAK COMPANY**

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## Jerry's



## Corner

By Himself

This year will go down in history as Nineteen Fortitude.

According to Hitler, the war ended a year ago. According to Churchill, the war hasn't really started.

It's my own idea that our war with the suntanned Aryans will run like 1 - 2 - 3.

Forty-one we got socked.

Forty-two we get ready.

Forty-three we make the Rising Sun look like Sitting Bull.

At the beginning of the war Uncle Sam had a number of islands. One of them was Wake, and another not so much wake.

The city of San Francisco is working on a plan to excavate the women and children in case of air raids.

Since the Japanese are not allowed to have cameras, I have trouble in telling a Jap from a Chinaman.

The army says that people who get hay fever are no good in the army—so every war cloud has a silver nitrate lining.

Hitler has discovered that "Crimea" don't pay.

Know what OPM stands for? Oh Promise Me!

There will soon be a lot of retired salesmen.

Retired because they can't be re-tired.

The wealthy man of the future will be the man who can boast of his car—a *tired* Four.

Ladies, if a man of 63 proposes marriage, first ask him if he is trying to dodge the draft!

I get hungry at times but I haven't eaten any of the sandwiches in the boxes around the building.

If the price of hamburger continues to do up, horses will not be safe in the city streets.

It's time you photographers had a war-time slogan. The army says "Keep 'em Flying" and the propaganda service says "Keep 'em Lying," So how about "Keep 'em Clicking."

If you will send your empty spools to the factory we can keep the cameras clicking this year with fresh film.

An ad in a magazine says if you serve wine you invite good talk.

And if you uncork enough of it, you'll get some corking good stories.

The four-story garage under Union Square will be ready by June.

When you park your car there, you really Park it!

Will the sight-seeing buses get a priority on replacement of rubber necks?

—JERRY.



## STUDIO FOR SALE

Ideal location and exclusive camera shop in central Oregon college town. Average gross income better than \$8,000 a year. Write for details.

Box 2464

THE FOCUS

## Photographers

Write for 1941 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## FOR SALE

Portrait Studio in Oakland, Calif. Clearing \$200.00 monthly, ground floor, exceptionally low operating cost, no close competition. Full or partial modern equipment. 20x30 camera room. Priced for quick sale. May be financed if necessary.

Box 2459

THE FOCUS

## FOR SALE

Old established studio in county seat, heart of orange belt, home of National Orange Show, Santa Fe shops, fine schools and college. On account of old age and poor health will sacrifice for \$600 cash.

Box 2456

THE FOCUS

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT

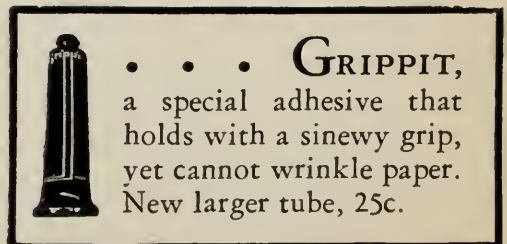
The best by test.

## STUDIOS FOR SALE

Glendale and Pasadena, at fraction of value. Holiday business should pay for them. Cash receipts for past ten years have averaged, per year: Pasadena, \$7180; Glendale, \$6340.

HOWLETT STUDIOS  
114½ E. Broadway, Glendale, California

## FOR SALE



# Bargain Lenses for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering.

*Description and illustration of any article gladly sent on request.*



Cooke Wide Angle Primoplane Lens, in barrel, 4", F6.5.

Bargain Price .....\$27.50

Gundlach Ultrastigmat, in barrel, 2", F1.9.

Bargain Price .....\$15.00

Carl Zeiss Tessar, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

Hugo Meyer Kinoplasmat, in barrel, 2", F1.5.

Bargain Price .....\$45.00

Two Morrison 6" Wide Angle Lenses.

Bargain Price .....\$3.50 each

Cooke, 6½", F 3.5 Lens in Sunk-mount.

Bargain Price .....\$47.50

Voigtlander Collinear, 10", F7.7 in Betax shutter.

Bargain Price .....\$67.50

5¼" F 4.5 Carl Zeiss Tessar in Compur shutter.

Bargain Price .....\$45.00

Wollensak Velostigmat, 7", F6.3 Convertible in barrel.

Bargain Price .....\$13.50

Bausch & Lomb 1c Tessar, in Ilex Universal shutter, 2¼x3¼, F4.5.

Bargain Price .....\$19.50

Barre Rapid Portrait, F5—5" to 6", in barrel.

Bargain Price .....\$4.95

10" Darlot Lens, in barrel.

Bargain Price .....\$4.95

5x7 Wollensak Series A Portrait F5 Studio Shutter.

Bargain Price .....\$12.95

25" F6.3 "Barrell" Voigtlander, 1—water house stop.

Bargain Price .....\$12.95

6½x8½ Cephaloscope, 11½", F5, in barrel.

Bargain Price .....\$9.95

Carl Zeiss Protar, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price .....\$27.00

B. & L. Protar, 7¾", F6.8 Convertible in Acme shutter.

Bargain Price .....\$75.00

6⅝" F 7.7 Kodak Anastigmat in ball bearing shutter.

Bargain Price .....\$9.50

3¼x4¼ Bausch & Lomb 1C Tessar, F 4.5 in barrel.

Bargain Price .....\$19.75



# BARGAINS

- Gundlach Wide Angle, 8x10.  
Bargain Price .....\$8.50
- 6½", F6.3 Ansco Anastigmat, Acme shutter.  
Bargain Price .....\$19.50
- 4¾", 110° Radar Wide Angle, in barrel.  
Bargain Price .....\$27.50
- 6¾" F6.3 Seneca Anastigmat, Optimo shutter.  
Bargain Price .....\$10.50
- 4¾" F4.5 Bausch & Lomb, in ring compur.  
Bargain Price .....\$27.50
- 2" F4.5 Novar Anastigmat, in Telma shutter.  
Bargain Price .....\$10.00
- 4⅛" F4.5 Foth Anastigmat, in shutter.  
Bargain Price .....\$12.50
- Mergon Cold Enlarging Light. Needs no condensers. For use with 6½x8½ negatives or smaller.  
Bargain Price .....\$16.50
- 5x7 Graflex Film Magazine, in fine condition.  
Bargain Price .....\$14.50
- 8x10 Ansco Contact Printer, 4 lamp sockets and pilot for use on table. Fine condition.  
Bargain Price .....\$22.50
- Elkay Water Filter, fits the faucet.  
Bargain Price .....\$2.50
- Kodascope, 8 mm. Model 50, uses 300-watt lamp in case. Fine condition.  
Bargain Price .....\$27.50
- Century No. 2 Sliding Ground Glass Carriage with one 8x10 back and one 5x7 back. Like new.  
Bargain Price .....\$49.50
- Sunray No. 40 Studio Lamp, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.  
Bargain Price .....\$37.50
- 10x12x5 Sterling White Enamel Hypo Tank. Perfect condition.  
Bargain Price .....\$4.75
- Johnson U 19 Ventlite and stand. Cabinet measures 24x19x14. Designed for No. 4 flood, 1,000-watt or 1,500-watt lamp and mounted on 7-foot studio stand.  
Bargain Price .....\$44.50
- Pako Electrogloss Dryer, in good condition.  
Bargain Price .....\$170.00
- Korona No. Home Portrait Stand with tilt top.  
Bargain Price .....\$15.50
- 9½x17½x42" Stoneware with top and bottom outlet.  
Bargain Price .....\$15.00
- 8x10 Eastman 2D View Camera with 29" bellows, carrying case and one film holder.  
Bargain Price .....\$45.00
- "The Complete Press Photographer," by Bell, with many illustrations of valuable, newsy subjects.  
Bargain Price .....\$1.25
- 4x5 to 3¼x4 Lantern-size Wood Reducing Kits.  
Bargain Price .....15c each
- Beattie Mini Pan Lamp on Studio Roller Stand with counterbalance, lifts lamp to 6½' height and takes 1,500-watt lamp, in condition like new.  
Bargain Price .....\$79.50

# BARGAINS

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price .....\$6.50

2½" No. 8 Packard Shutter for time and in A1 condition.

Bargain Price .....\$8.50

Copy "Natural Color Processes," by Carleton E. Dunne. Color separation negatives. Chromatone process, Dufay color, Agfa color and many other processes. 5½"x8", cloth bound.

Bargain Price .....\$1.50

Eastman Studio Scale. Like new.

Bargain Price .....\$3.25

Leather Case for 2¼x3¼ Speed Graphic Camera; like new.

Bargain Price .....\$8.75

Emerson DC Motor, 1/20 H. P. 1,750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price .....\$2.50

Cooper Hewitt M Tube Outfit for A. C. Complete on stand and ready for use. Ideal enlarging light for 8x10 negatives. Does away with condensers.

Bargain Price .....\$98.00

Folmer 8x10 Home Portrait Camera. 20" red leather bellows, 4 holders in leather case.

Bargain Price .....\$34.50

Vakagraph Border Printer complete with masks.

Bargain Price .....\$49.50

Mole Richardson Professional Studio Lamps on 6' roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½x20. Complete with necessary adjustments.

Bargain Price .....\$18.50 each

3¼x4¼ Graflex Camera, with F2.5, 6½" Cooke lens, with Film Pack Adapter and carrying case, in excellent condition.

Bargain Price .....\$125.00

Brunner Table Model Glossy Print Dryer. Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110-volt A. C. motor.

Bargain Price .....\$98.50

Copy of "Pictorial Landscape Photography." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

Bargain Price .....\$1.95

Omega B. Enlarger for 2¼x2¼ negatives or smaller and no lens but with double condensers.

Bargain Price .....\$42.00

5x7 Home Portrait Graflex with revolving back, rising front focusing panel and film magazine. No lens in A1 condition.

Bargain Price .....\$97.50

Mendelsohn Speed Gun. Recent model D with 7" reflector. Condition like new.

Bargain Price .....\$17.50



# BARGAINS

4 Post Studio Stands for 5x7 camera, old style but in good condition.

Bargain Price .....\$19.75

4x5 Changing Bag in new condition.

Bargain Price .....\$3.50

16-oz. Glass Tumbler Graduates.

Bargain Price .....\$ .40

35 mm. Speed Carrier for Omega C. Enlarger.

Bargain Price .....\$4.50

Cirkut Print Frame. Can be used with 7"x36" paper. Complete with glass.

Bargain Price .....\$4.00

B & H Ground Glass Motion Picture Screen, 40 $\frac{1}{2}$ x30 $\frac{1}{2}$ . Suitable for use as a translucent screen.

Bargain Price .....\$2.50

5x7 Dallon Developing Tanks, with capacity of six films each.

Bargain Price .....\$6.50

Stoneware Tank, 10 $\frac{3}{4}$ " long, 7 $\frac{3}{4}$ " wide, 10 $\frac{1}{8}$ " deep—irregular in shape.

Bargain Price .....\$6.50

H. & K. Focusing Cloth, 36x48.

Bargain Price .....75c each

Sunray No. 10 Jr. Lamp, on 7' folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

Bargain Price .....\$9.50

8x10 Eastman All-Metal Camera, with 30" bellows. Fine condition.

Bargain Price .....\$125.00

Haloette Attachment for Eastman Autofocus Enlarger, with complete instructions. Permits you to obtain white backgrounds on the print.

Bargain Price .....\$10.00

3 $\frac{1}{4}$ x4 $\frac{1}{4}$  Graflex B (not revolving back), 5 $\frac{1}{2}$ " KA lens, pack adapter and case.

Bargain Price .....\$59.00

18-Gallon Stoneware Tank, 9 $\frac{1}{2}$ x9 $\frac{1}{2}$ x47, in excellent condition.

Bargain Price .....\$24.50

Halldorson Studio Junior Lamp, without 1,500-watt lamps.

Bargain Price .....\$47.50

Studio Stand, for 8x10 camera, or larger, with two posts like Semi-Centennial.

Bargain Price .....\$39.00

24" Diameter Halldorson Washer, in good condition.

Bargain Price .....\$10.50

Eastman 10" Metal Trimmer, in condition like new.

Bargain Price .....\$14.50

Baby Holder on Stand.

Bargain Price .....\$3.25

Gamma D Atomic Fine Grain Developer, approved by Mortensen. Quarts now at—

Bargain Price .....\$1.10 each

Johnson Ceiling Ventlite with 1,500-watt daylight lamp. Fine for studio where space is limited.

Bargain Price .....\$15.00

Pair 14" Condensers, in book mount, new condition.

Bargain Price .....\$65.00

Eastko Trimmer, 10". Like new.

Bargain Price .....\$4.95

Speed Gun, Model D Synchronizer, complete in box, like new.

Bargain Price .....\$18.50

Photrix Electronic Timer. New condition.

Bargain Price .....\$29.50




## *Thumbs-up Quality*

FOR the simplest, or the most difficult assignment, there's an Eastman Film that will give you just the result you want. For an ortho result, use Ortho-X. For long scale and high speed, use Tri-X Panchromatic. For contrast and sparkling brilliance, combined with excellent scale, use Kodatron Panchromatic. All have the thumbs-up quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.





*There's a finer quality—  
greater richness in  
the print on*

## **KODABROMIDE**

(FORMERLY CALLED KODABROM)

Kodabromide is a full-scale, rapid developing paper giving brilliant enlargements with fine gradation—rich black tones. Thirteen attractive grades to choose from.

**Eastman Kodak Company  
Rochester, N. Y.**

THE  
**FOCUS**



*Published Monthly in the Interests of the  
Photographic Industry*

Vol. XVIII

MARCH, 1942

No. 3



"MR. MUGGS"

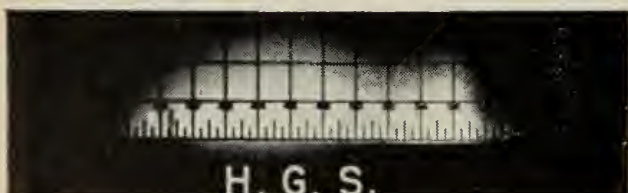
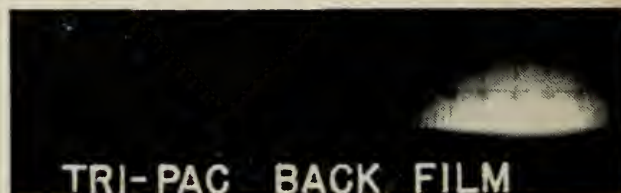
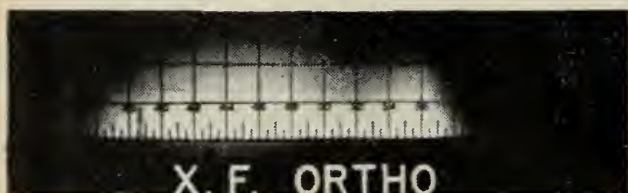
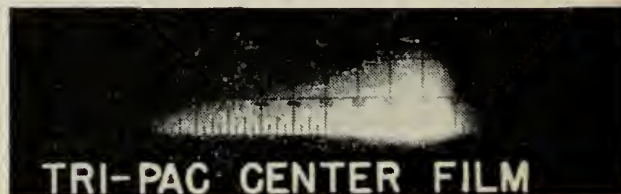
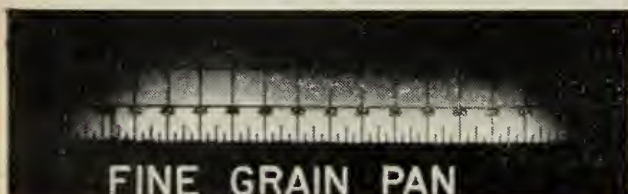
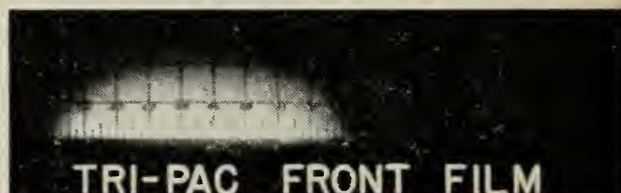
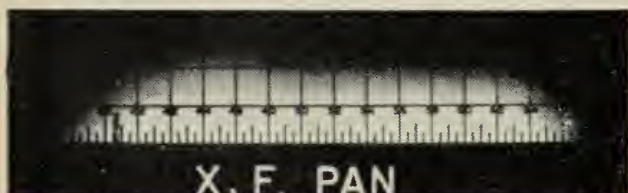
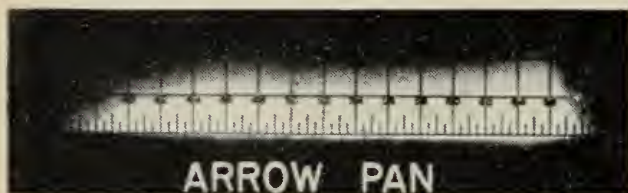
*Published by*  
**HIRSCH & KAYE**

SAN FRANCISCO



# *Defender* CUT FILM . . . COLOR-BALANCED FOR EVERY PURPOSE

Whether your next photographs depend for success upon the evenly balanced color sensitivity of the film you use . . . or upon exact color separation . . . you will find the answer to your problem in Defender Cut Film. Select the type you require from the accurate wedge spectrograms shown here and be assured of the results you anticipate.



# *Defender*

*Ask for Defender Film at your dealers . . .  
in the blue and yellow package.*

DEFENDER PHOTO SUPPLY CO., INC. • ROCHESTER, N. Y.

# THE FOCUS

*Prepared and Published  
Monthly*



*In the Interest of the  
Photographic Industry*

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVIII

MARCH, 1942

No. 3

## INTRODUCING—



HARRY C. SMALLFIELD... Mr. Smallfield is a native of Bloomington, Illinois. His parents were born in Great Britain but came to this country at an early age. His father, a machinist by trade, soon

found employment with the Chicago & Alton Railroad Co.

On leaving school, young Smallfield was occupied with various jobs and positions in the vicinity of Chicago. But influenced by his father's position he decided he wanted to be a railroad engineer. What boy hasn't had a similar ambition! Engineers are not appointed over night so the boy was signed on as a locomotive fireman.

In 1903 he was in the State of Washington where he was occupied with the position of engineer for a lumber company at Blaine. He lived in a cottage on the outskirts of town and among other things raised a few pigs and chickens. One day he traded a pig for a Bull's Eye camera. With this camera he made his first pictures, readily increasing his activities to include scenes of the near-about country and school groups and such.

It was a short time later that he resigned from the lumber company and seriously devoted himself to photography. As his knowledge improved so did his equipment and in time he owned and operated studios in Sumas, Lynden,

and Blaine. While in Lynden he owned and operated a motion picture theater.

Today, if twenty years younger, he would be in aviation and not photography. His idea of a delightful time is to have his wife pack a picnic lunch and with her drive to the mountains or to the seashore, while in winter his fire-side and radio are strong attractions.

At the present time he operates the Smallfield Photo Service in Seattle, commercial, illustrative and advertising, which has given him many experiences. At one time he received a hurry call from a newspaper to rush to the scene of a big fire and obtain pictures. In some way his car was headed for a situation in which he would be caught between a fire truck approaching from one direction and another fire engine from the opposite side. He never realized how much power and speed was packed into a Model "T" Ford until that moment. Yes, he got to the fire and obtained the pictures.



A man, bewildered by the city, attempted to pass through a revolving door of a restaurant. Each time he entered he made a complete round and found himself in the street again. After several unsuccessful attempts, he sat down on the pavement to work things out. A moment later a young man walked rapidly up the street, and went in. The door went around and a young woman came out. The man was puzzled.

"What gets me," he remarked, "is what the heck he did with his clothes!"





## *New Methods . . .*

CHANGING conditions demand new methods and new products: Advancing costs dictate rising selling prices, but the public demands more for higher prices. Your artistry has always been your best—you can't change here—but you can change your mounting to the best that the market affords. The difference in cost between an ordinary mount and the best is but trifling, but it helps to bridge the price transition, fairly and easily.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors*

## THE TREND OF THE TIMES

Regulations (T. D. 5099) covering the 1942 Internal Revenue Manufacturers' Tax on photographic apparatus and materials is completed, and may be obtained from your local Internal Revenue Bureau, or from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents per copy. The regulations cover all revisions and changes to date, including the scope of the tax.



Federal Wage and Hour jurisdiction is materially expanded by three recent decisions of the U. S. Circuit Courts of Appeal. In every case an employer whose business and sales were entirely local was held subject to the Act, because his employees' work was deemed necessary to the interstate business of his customers. These and other recent court decisions make it appear that a majority if not all photographic dealers, distributors and manufacturers are subject to the wage and hour law even though their business is entirely local or intra-state. Therefore, we urge you to ascertain by investigation immediately as to whether or not YOU are subject to the law.



### Really Not Japanese

In fairness to the manufacturers and users of a popular product, we explain that those colors for many years designated as "Japanese Water Colors" are really not Japanese. The name was originally suggested because of the artistic blend and tone quality of these pastel shade colors.

The Peerless Color Laboratories located in Rochester are entirely American owned and operated and photographers and colorists who prefer these colors should continue to do so without the slightest trace of prejudice. They are good, and we are glad to tell you.



New regulations by the Federal Trade Commission make it necessary for us to request a down payment of 33 $\frac{1}{3}$  per cent of the purchase price on any photographic item sold on contract terms. This is not quite as drastic as we have been led to expect and in view of the shortage of equipment and the tendency to freeze or ration nondefense merchandise it is still liberal.

### Studio for Sale

War conditions require the sale of well known studio in Santa Cruz. Inquire Box 2448, THE FOCUS.



Dorothy Moore Studio in San Francisco has been permanently closed. Will occupy a specially built daylight studio on Spring Hill Road, La Fayette, Calif.



We solicit subscription and renewal subscription orders for all photographic publications.



Photographers who prefer to use Castell pencils are told that we have just received a supply which we understand is the last we will receive for a long time. We now have practically all grades and in view of the low price of 10 cents a pencil, suggest you stock in your favorite grades for the duration.





*Wollensak means Good Lenses*

"*Well Worn*," by Paul Stiles of New Bedford, Mass., whose artistic prints have won awards in the New England Salon, the Marshall Field Salon, the New York Photo Exposition, the Springfield Salon and many other national exhibits. Paul Stiles writes, "'*Well Worn*' was made in the back yard of a deserted 200-year-old farm house . . . with the object of squeezing out every detail in the old seasoned wood." Doesn't the enlargement exhibit the detail you'd like in your own enlargements? All of Paul Stiles' enlarging lenses are Wollensak Velostigmats. Improve *your* photography with a Wollensak.

For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**



## Made for the Occasion

It is most timely for us to remind readers of the 5x12 Korona Panorama camera which is ideal for family groups or buildings. It is excellent as a progressive record camera because of the dimensions of the picture.

This is not a revolving type of camera but operates like any view camera. The picture size is 5x12 and it should not take long for our readers to visualize the advantages of the use of a camera of these dimensions. We offer the camera—with one filmholder for \$42.50.



## Proper Taping of Plate Glass Essential

Protection of plate glass windows is in many cases being incorrectly carried out in San Francisco and other Pacific Coast cities, the Architects' and Engineers' Air Raid Protection Advisory Board has announced in a statement issued by the San Francisco Civilian Defense Council.

"There is no guaranteed method of preventing glass from breaking under blast or impact, but means can be taken to prevent it from scattering dangerously," the Board declared. "In Britain, flying glass has caused the greatest number of air casualties.

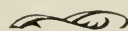
"In taping windows, many Pacific Coast stores have used only a few strips of material, leaving large unprotected 'view holes.' This is of no practical value and may create a false sense of security. The same error is being repeated in Eastern cities.

"According to British experience, strips of taping material for plate glass must not be less than 1½ inches wide and spaces between strips must not measure more than two to four inches each way. End of the strips or tape should be securely fastened to window frames.

"The stronger the textile and adhesive, the better the results. Strips of any reasonably strong cloth or tape may be used, but must be well stuck both to the glass and frames. Moreover, tap-

ing must be done on both sides of the window.

"This is necessary because while the blast of a bomb will cause glass to scatter inward, suction, following the blast will frequently send glass splinters flying outward across the street."



## Cash Discount

The cash discount means just what it says—it is a discount offered for quick payment. It is unfair, if not dishonest, to take a discount after the discount day has passed.

The discount is a source of substantial earnings, as revealed in the following table:

						Per Annum
½%	10 days — net	30 days =	9%			
1%	10 days — net	30 days =	18%			
1½%	10 days — net	30 days =	27%			
2%	30 days — net	4 mos. =	8%			
2%	10 days — net	60 days =	14%			
2%	30 days — net	60 days =	24%			
2%	10 days — net	30 days =	36%			
3%	10 days — net	4 mos. =	10%			
3%	30 days — net	60 days =	36%			
3%	10 days — net	30 days =	54%			

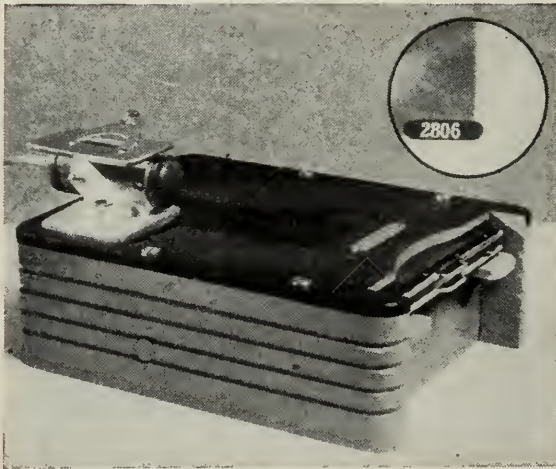


## Why We're at War

General Homer Lea, in his *The Valor of Ignorance*, told us, in part, "Investigation shows that whenever two nations have become engaged in warfare they have been for decades, and perhaps centuries, advancing on converging lines of self-interest and aggrandizement. When the contact takes place, the struggle for supremacy, or even survival, is at hand. As these lines approach one another, difficulties due to increasing proximity of interests arise between the countries and result in disagreements, the seriousness and frequency of which stand in inverse ratio to the distance at which they take place from the point of contact. When these lines meet, war ensues. No two nations or tribes of men move on parallel lines, though they may for centuries have the appearance of so doing."



# Curtis-Stern Daylight Negative Numbering Machine



## STANDARD MODEL

Showing film holder in place. Insert shows position of number on film.

All that is necessary to operate the C-S Negative Numbering Machine is to insert your exposed holder in the device, place your number (either printed or written) so that it centers in the lighted area of the top plate, pull your holder slide out and return it immediately. That's all there is to it. The number has

been photographed clearly and distinctly on the film and, of course, will not rub off.

A very distinctive feature of the C-S Machine is that when a holder is inserted, it is automatically forced to one side and locked in position, firmly, so that every number is printed in the same place on the film every time.

The lower pressure plate is so adjusted that after the removal of a holder it drops down to allow the free, easy entrance of the next holder. *There is no chance to fog your film with this device*, even if you made the mistake of pulling the wrong slide. The C-S Daylight Numbering Machine works equally well with all types of Orthochromatic and Panchromatic Film. A dozen films can be numbered in less than two minutes' time. Think of the time-saving in school and rush periods, especially if you use Panchromatic Films.

	PRICE
5 x 7 size .....	\$15.00
8 x 10 size .....	20.00

## Nega-File Film Chests

Manufactured of beautiful quarter-sawed sycamore with a natural glossy finish; lock corner construction.

Brass plated hardware, consisting of handle, lock and key, hinges and lid-stay.

Solid wood partitions to divide reel cans and felt pads on interior of front and back of chest to keep cans from rattling.

Available in three sizes as follows:

8 mm. 8-reel capacity 200' .....	\$2.95
8 mm. 8-reel capacity 300' .....	3.25
16 mm. 8-reel capacity 400' .....	3.75

## Still Available

You may have heard that Eastman Portrait Speed and SS Pan film will be discontinued in the future. We know that many of our readers prefer to use these brands and are glad to announce that a fair supply in popular sizes is still available and you may continue to order as long as the stock lasts.

The fact that any brand is discontinued in production at the factory does not mean that the available supply through your wholesale house is stopped the same day.

## WE'RE IN THE WAR

*Our first call to duty is here!* We are asked to conserve rubber. We stand to win favor for our industry if we take a stand now—of our own free will—to reorganize our industry to effect such conservation *before Uncle Sam decides for us to do it HIS way.*

It is simple. Effective not later than April 1, 1942, or on such earlier date as your local committee may be ready to act, every photo finisher is expected to reduce his collections and deliveries to three times weekly—Monday, Wednesday and Friday. *Even if you collect and deliver by bus or on foot, your schedule should still be three-times-weekly*—otherwise you would create a competitive condition forcing some one else to use rubber, gasoline and other items requiring conservation.

*Call a Local Committee Meeting of Photo Finishers Today.* Don't wait for someone else to start it. Contact local leaders by phone and among you see that everyone in your area take action on this matter at the earliest possible date. Additional PLEDGE CARDS will be sent to your selected chairman for the asking.

## MY PLEDGE TO HELP WIN THE WAR

- To the Division of Priorities, OPM
- To my Local Rationing Board
- To the Photo Finishing Council

Gentlemen:

Realizing that all our energies and all our economic strength must be coordinated and concentrated upon support of our armed forces, it is my desire to pledge myself voluntarily to the maximum of conservation of all items essential to the war program.

*As a first step* and as a means of conserving tires, automobiles, gasoline and other materials, I pledge curtailment of my collection and delivery service (regardless of how made, except by mail) to three times weekly; namely on Mondays, Wednesdays and Fridays, except in weeks containing holidays and then on any three days best suited to my production requirements.

I further pledge that this curtailment will become effective not later than April 1, 1942, and that it will continue while the emergency continues, provided that this pledge is valid only in the event that at least 90 per cent of the volume of our industry in the area in which I serve has similarly pledged itself.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

*Mail to*  
*Photo Finishing Council*  
*Jackson, Michigan*



**COMPLETE**  
  
**MORE THAN 95**

▲  
 There is hardly a chemical need in the photographic studio, or in those industries that employ photography, that cannot be supplied from the Mallinckrodt Line of Photo Chemicals. And each of these items is adapted to photographic use. Many are "Photo Purified," being manufactured especially for photography. All are Chemically and Physically Perfected.

▼

**MALLINCKRODT CHEMICAL WORKS**

**MALLINCKRODT STREET, SAINT LOUIS, MISSOURI**

**74 GOLD STREET, NEW YORK, N. Y.**

**CHICAGO • PHILADELPHIA • TORONTO • MONTREAL**

## Timely Reference and Data Books

Commercial Photo Finishing	\$ .50
Elementary Photographic Chemistry	1.00
Elementary Photography	1.00
Fundamentals of Photography	1.00
How to Make Good Movies	2.00
How to Make Good Pictures	.50
How to Make Good Pictures (Spanish)	.75
Kodak Reference Book	2.75
Motion Picture Laboratory Practice and Characteristics of Eastman Motion Picture Film	2.50
Photography	3.00
Photography for Rural Young People	.10
Photography of Colored Objects	1.00
Photomicrography	1.00
Wratten Light Filters	.50
Monographs on the Theory of Photography:	
Aerial Haze and Its Effect on Photography from the Air	\$2.50
Chemical Reactions of the Photographic Latent Image	2.50
Gelatin in Photography	2.50
Physics of the Developed Photographic Image	2.50
Silver Bromide Grain of Photographic Emulsions	2.50

## Data Books

Copying	\$ .25
Eastman Photographic Papers	.15
Filters and Other Kodak Lens Accessories	.15
Formulas and Processing	.25
Infra-Red Photography with Kodak Materials	.25
Kodachrome — A Data Book on Photography in Color	.25
Kodak Films	.15
Photography with Kodachrome Professional Film	.35
Slides and Transparencies	.25
Picture Taking Outdoors with Kodak Film	.10

Kodak Photographic Papers for Professional Use	.25
Kodak Data Sheet Packet A	1.80

## Perfume for Wedding Photographs

In the *Professional Photographer*, we read the following:

"Airbrush all your wedding albums, displays, etc., with a flower-scented perfume. Do not use much—just a suggestion is enough. Your prospects will "swear" they can smell the bride's flowers. This could be done also for other types of photographs, using appropriate scents in each case."

In other words, using appropriate sense.

## Facts You Should Have

A nation-wide survey of stock on hand by manufacturers and distributors indicates the following shortages:

Still cameras, all kinds, 90 per cent.

8 m/m cameras, 58 per cent.

16 m/m cameras, 38 per cent.

Still projectors, 40 per cent.

8 m/m projectors, 72 per cent.

16 m/m projectors, 56 per cent.

Accessories, 54 per cent.

Sensitized products and chemicals, 36 per cent.

Exposure meters, 42 per cent.

These figures indicate the extent of shortage of stock. We could add many other items and as the year advances many additional items will be added to the list.

The glossy paper situation shows no improvement and may yet result in an order to prohibit its use for all non-defense purposes.

In order to postpone a possible shortage of cut film, manufacturers have shrewdly discontinued some of their brands to streamline and continue production.

Motion picture screens will be curtailed as to model, sizes and types.



# The Yankee Adjustable Film Tank

Easy Loading Reel  
Split-Second Adjustment  
Takes 76" 35 m/m to No. 116

Husky Bakelite Construction  
Full Size—Full Weight  
No Metal Parts

The Yankee Adjustable Film Tank consists of four parts: tank, cover, adjustable reel, and agitator.

It is made of the finest quality Bakelite and is fully adjustable to take all popular sizes of roll film from 35 m/m up to No. 116 (2½x4¼). Absolutely light tight. The Yankee Adjustable Film Tank has been designed and tested by men of long experience in photography. It is ruggedly built for long service, and every precaution has been taken to make it America's best and most practical tank at any price.

Price—\$3.50

Yankee 35 m/m Tank—\$2.50

*Orders filled in rotation, as stock permits*



## PHAOSTRON EXPOSURE METERS

The very noticeable shortage of well-known lines of Photo-Electric Cell Exposure Meters, emphasizes the desirability of the Phaostron line of meters we are still able to furnish.

For the past two years the Phaostron Meter has been the fastest-selling meter in our stock and seems to have been unusually successful, and confidence in the product is shown by the many repeat orders for the Phaostron Meter.

### PHAOSTRON MODEL A

Thousands are now in use everywhere—in universities, by commercial and amateur photographers, moving picture studios and in industry—wherever accurate light measurement is important. Its dial is evenly and finely graduated to include all calibrations.

This model is recommended for either movies or stills, black and white or color.

### PHAOSTRON MODEL B

*(Illustrated)*

Makes possible faster and greater ease of reading, for only those shutter speeds and diaphragm openings found on the majority of present day cameras are indicated on its dial. Highly recommended for still photography in all its phases. Black and white or color.

### PHAOSTRON MODEL C

This model is one of the most versatile and advanced meters available. Just as a picture can be seen through the camera's view finder so can this same picture be seen through the *selective eye* of this meter and that is not all, you can measure any part of this scene or object and all this is accomplished from the camera position.

In conjunction with the *selective eye* a new low range, heretofore impossible, has been achieved. The Model C Phaostron will measure light ranging from 3,000 foot candles down to 1/1,000 of a foot candle, which is equivalent to an exposure of 128 minutes at F 12.7 using Panatomic X film under artificial light. With these features untold new photographic possibilities become a scientific actuality.

Color photography with this meter will result in perfect color renditions. This meter obviously is the welcome answer to the color photographer's problems.

We suggest that dealers place their order for an assortment of Phaostron Meters in order to have something to offer during the summer season.

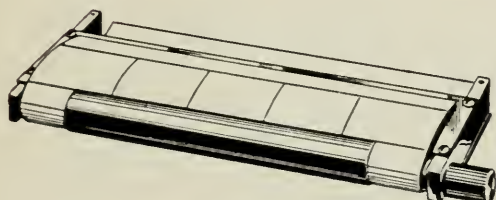
Phaostron Meters A or B.....	\$ 7.00
Phaostron Meters C.....	10.00

# FINGERPRINT CARD HOLDER

FASTER, CLEANER, EASIER TO OPERATE

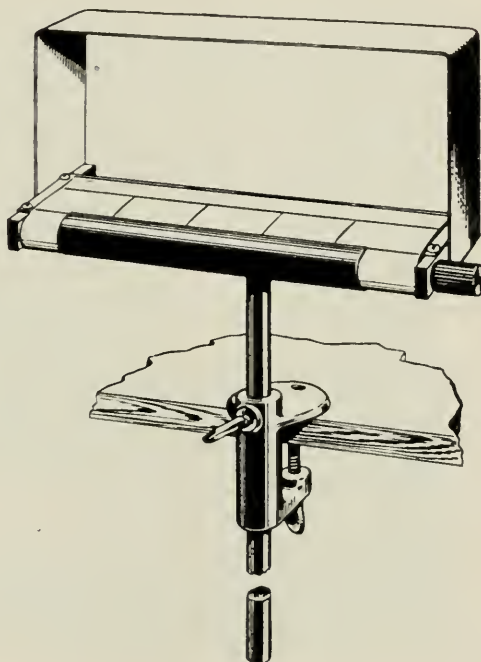
The Last Word in Card Holders for - Police - Sheriff - Institutions

ESPECIALLY ADAPTED FOR DEFENSE PLANTS



MODEL D

A sturdy holder that actually holds the fingerprint card in itself and advances it for each row of prints by turning the handle. The operator does not touch the card till all the prints are on. Can be used on a table or held by the operator in the case of printing a person lying down. This holder is thin and handy to use for hard to print people and is protected on the underside to prevent smudging. A truly fool-proof fingerprint card holder.



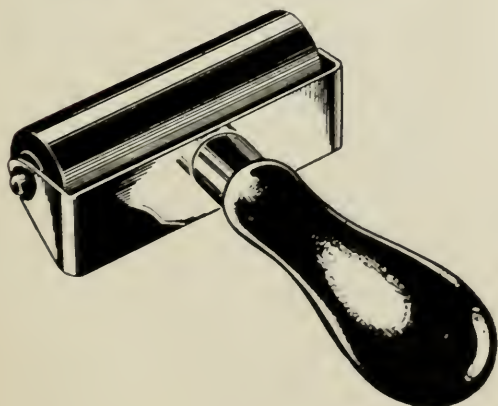
MODEL BE

This model is the same as Model D with the added convenience of an attached finger-inking platen and adjustable height feature. It can be clamped on a table and adjusted in height instantly for adult or child.

## COMPOSITION INK ROLLER

Uninjured by Heat, Water or Dirt

REPLACEABLE BEARINGS



A 4-inch roller with nickel-plated frame and large comfortable hardwood handle.

### PRICES

Model D Card Holder.....	\$4.50
Model BE Card Holder.....	7.50
4-inch Roller .....	2.30

### FINGERPRINT INK

1/4-lb. tubes .....	\$1.00
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\* \* \*

Plate Glass, 4x10 for inking.....	\$ .85
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\* \* \*

Catalog of fingerprint material sent on request.



# New Wabash Heat Lamps Dry Negatives by Infra-Red



The infra-red heat radiations the lamp develops have uncanny penetrating ability. When directed at a wet negative, they penetrate through to the base of the film and start the drying process from *within*, thus cutting down drying time to a mere fraction of the former time.

In use, the wet negative is suspended between two Birdseye heat lamps placed about two feet apart. An electric fan is then placed behind the negative, as shown in photo. Old negatives that have been ruined by watermarks caused by improper drying, can be restored by re-soaking them for about 30 minutes in a suitable "wetting" solution, rinsing them in water, and then drying with radiant heat lamps. The lamps can also be used in the same manner for drying photographic prints, and in many commercial applications such as for drying photographic solutions painted on glass.

In all, three new Birdseye infra-red lamps are announced. Two are clear, for use with standard reflectors, but the third is the sealed-silver type. All are guaranteed for 6,000 hours average life.

<i>Description</i>	<i>"Sealed-Silver" Heat Lamp</i>	<i>Large Clear Heat Lamp</i>	<i>Small Clear Heat Lamp</i>
Watts .....	250	250	250
Bulb .....	RE40	PS30	G30
List Price .....	\$1.60	\$ .85	\$1.00

## No. 32 Universal Sun Ray Lamp

The No. 32 Lamp is the very latest innovation in photo lamp construction. Due to its special moulding and entirely new process of edging, we succeeded in producing a grade of illuminating efficiency never obtained before.

We are very happy indeed to be able to place this wonder unit on the market and recommend it to the photographic profession as the most powerful practical and inexpensive apparatus for commercial, industrial and studio work. Its possibilities are unlimited and its merit is unequalled.

The lamp is made of heavy gauge aluminum measuring 13 inches in diameter by 6 inches in depth. It has a beautiful black crystal finish on the outside and our new process edging on the inside.

Designed to be used with a 1,000-watt Tubular or No. 4 photoflood bulb. Equipped with a special adjusting device for moving the bulb so as to bring the filament of either bulb into the center directly in focus of reflecting surface, thereby producing the most brilliant and even light obtainable.

Equipped with a universal attachable arm, mogul socket, heavy duty switch, 15 ft. of rubber cord and plug.

No. 32 Sun Ray Lamp for No. 4 photoflood or 1,000-watt T-20 bulb .....	\$12.50
Ditto with No. 2 Tripod .....	19.00
No. 32 Sun Ray Lamp with two-way side shield .....	16.00
Ditto with No. 2 Tripod .....	22.50
No. 32 Sun Ray Lamp with two-way, side shields, No. 5—12 ft. tripod and double clamp diffusing curtain .....	32.00
No. 32 Double Clamp Diffusing Curtain only .....	2.50
Carrying Case for No. 32 Lamp only .....	3.50
Carrying Case for two No. 32 Lamps and Tripods .....	6.50
Extra Heavy Carrying Case as above .....	8.50

## No. 10 Jr. Portrait Lamp

The most ideal, compact and powerful lamp ever produced for home portrait work or for general illumination in the studio.

It is very light in weight and small in size, yet is much more efficient than the many bigger and bulkier lamps on the market.

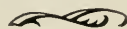
The lamp is adapted to hold 2—No. 1 photoflood or two 500-watt T-20 bulbs.

It is constructed with a special controlling switch allowing the burning of two bulbs dim, one bulb bright or two bulbs bright.

### PRICES

Lamp only .....	\$17.50
Complete with No. 1 Tripod .....	22.00
Complete with No. 2 Tripod .....	24.50

*Illustrations sent on request*



## We Started Something

In the Focus for November we mentioned that L. B. Haneman had apparently established a record for length of service as a photographer. Mr. Scott, another Nevadan, came back with a report of continuous activity since 1884—57 years, and a Golden Wedding Anniversary in December.

The race is close. Mr. Haneman now replies that he likewise can produce photographs he made 57 years ago and is now likewise 76 years of age. He accepts second place in the Golden Wedding, however.

But it is interesting to compare notes and observe:

Same age, in years.

Same business.

Same state in adjoining counties, but seldom see each other.

One year difference in Golden Wedding Anniversary.

Both are good looking.



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

<i>Print Size</i>	<i>Outside Size</i>	<i>List Price per 100</i>
3x4	4 1/4 x 6 3/4	\$ 7.25
3x5	5 3/8 x 7 7/8	9.00
4x6	6 1/8 x 9	10.75
5x7	7 1/8 x 10 1/8	12.25
8x10	10 x 13 1/2	20.50
10x8	12 1/2 x 11	21.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Parnell Folder*

Coated Duplex Stocks—Deckled Edges—Buff and White—Slip-In Style

With the trend in the photographic trade turning to Folders, we have made what we predict will be the style sensation this fall. The outer cover is coated, and has a most attractive design on it in platinum inks, the insert is in either buff or white shades, with the inner cover of the folder shaded to match it. The tint on the insert is not only made to give your prints an attractive border but an embossed effect as well.



<i>Print Size</i>	<i>Outside Size</i>	<i>Price per 100</i>
3 x 4	5 x 7	\$ 6.75
3 x 5	5 1/2 x 8	7.75
4 x 6	6 1/2 x 9 1/4	10.00
5 x 7	7 1/4 x 10 3/4	11.75
7 x 5 Group	9 1/8 x 8 1/8	12.00
6 1/2 x 8 1/2	9 1/4 x 12 1/2	15.00
8 1/2 x 6 1/2 Group	11 1/4 x 9 3/4	15.00
8 x 10	10 1/2 x 14	18.00
10 x 8 Group	13 x 11 1/2	18.00

Boxed in 100's, 3x4, 3x5 and 4x6  
Boxed in 50's, 5x7 and larger

Sample on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

## STERLING TANKS

Notice of price increase on shipments now en route reminds us of the popularity and usefulness of Sterling Tanks. We offer them in practical and economical size for developing roll film, for developing or fixing 5x7 and 8x10 cut film, and as dependable trays for Hypo solutions in the printing and enlarging room. Price increase is moderate as compared with other products in which metal is used.

Sterling Steel Enamel Trays are likewise available for processing X-Ray film from dental films to 14x17. Prices on X-Ray tanks will be sent on request.



### AMATEUR FINISHING OUTFITS FOR ROLL FILM AND CIRCUIT WORK

Complete outfit consists of Steel Enameled WATER-JACKET, one DEVELOPING tank, one FIXING tank with space between tanks for washing the films. Circulating water all about tanks insures most essential temperature control. Large daily output. Big saving of solutions. Low upkeep. Made in three stock sizes.

#### PRICE ON TEN-GALLON SIZE

Green tanks, 5x12x42", each	\$17.50
Lids for above tanks, each	1.90
Water-Jackets for tanks, each	40.50
Lids for water-jackets, each	4.20

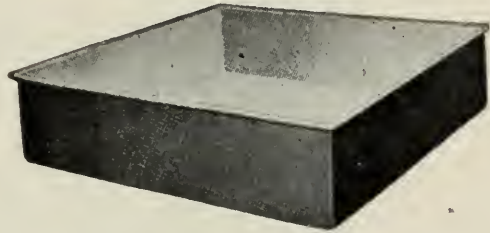
#### Size No. 12 for New 8-Exposure No. 116 Films

Black tanks 5x12x47", each	\$17.50
Green tanks 5x12x47", each	18.50
Lids for above tanks, each	1.90
Water-Jackets for tanks, each	42.00
Lids for water-jackets, each	4.20
Tanks, 12 gallons capacity.	

#### No. 19 Size for New 8-Exposure No. 116 Films

Black tanks 8x12x47", each	\$20.00
Green tanks 8x12x47", each	21.70
Lids for above tanks, each	2.20
Water-Jackets for tanks, each	52.00
Lids for water-jackets, each	5.00
Tanks, 19 gallons capacity.	

## THE STERLING HYPO FIXING BATHS



Made of the finest PORCELAIN Triple-Coated WHITE enamel of STERLING quality which means the best you can buy.

Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions, saves labor, expense and time.

#### STOCK SIZES

12x16x5" deep	\$13.00
16x20x6" deep	15.00
20x24x6" deep	19.50
20x30x6" deep	22.00

#### COMMERCIAL OUTFITS IN TWO SIZES

##### For Developing Plates and Cut Films

Large size accommodates 5x7 and 8x10 Eastman Portrait Hangers. Small sizes for 5x7's only.

Two removable tanks enclosed in water-jacket. Middle space for washing. Circulating water for temperature control.

Size No. 1 — For both 5x7 and 8x10's. Used interchangeably.  
Style A—Outfit complete, black and white tanks and water-jacket \$38.00

Style B — Outfit complete. Two white tanks and water-jacket 39.00  
(Separate tanks; 3½-gal. capacity.)

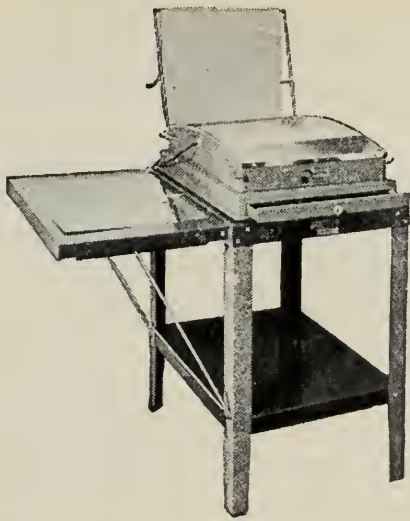
Black Tank 7½x10½x10½" deep 8.00  
White Tank 7½x10½x10½" deep 9.00  
Lids furnished if desired 2.20

\* \* \*

##### Size No. 2 for 5x7 Hangers Only

Outfit complete. Two white tanks and water-jacket \$28.00  
(Separate tanks; 1-gal. capacity.)  
White Tank, 4½x7½x7½" deep 7.50





## ARKAY PRINT DRYERS

Notice the many outstanding features of the ARKAY *Photo-Dry* Print Dryer:

1. Heavy Chromium-plated Steel Platens which heat evenly by radiation over their entire areas.
2. Washable, pre-shrunk, canvas-duck apron is easily and quickly removed for washing by withdrawing rods. No tools whatsoever are required.
3. All-steel WELDED body, finished in seal-brown, baked, ripple enamel outside; aluminum enamel inside.
4. Automatic take-up for apron tension, never needs adjusting.
5. Hinged apron support, keeps apron out of the way when loading or unloading dryer.
6. Handy drawer for storage of ferro plates.
7. Efficient THERMOSTATICALLY controlled heating elements, long-lived for heavy duty. Thermostat is sensitive silver contact type, *for AC current only*.
8. Underwriters approved electric cord.

### MODEL P-17

Platen Area ..... 14 $\frac{1}{8}$  x 19 $\frac{1}{2}$  inches  
 Base .. ..... 16 $\frac{1}{2}$  x 21 $\frac{3}{4}$  inches  
 Height (table to platen) ..... 6 inches  
 Size of Drawer ..... 14 $\frac{1}{2}$  x 19 $\frac{3}{4}$  x 1 inches  
 Shipping Weight ..... Approx. 26 lbs.  
 Uses 12x17-inch Chrome Ferro Plate  
 Voltage ..... 110 AC. Watts: 465

**Price \$22.50**

No. 17-T Table, extra ..... \$13.75

### MODEL P-20

Platen Area ..... 16 $\frac{1}{4}$  x 22 $\frac{1}{2}$  inches  
 Base ..... 18 $\frac{1}{4}$  x 24 $\frac{3}{4}$  inches  
 Height (table to platen) ..... 7 inches  
 Size of Drawer ..... 15 $\frac{3}{4}$  x 23 x 1 inches  
 Shipping Weight ..... Approx. 39 lbs.  
 Uses 14x20-inch Chrome Ferro Plate  
 Voltage ..... 110 AC. Watts: 575

**Price \$37.00**

No. 20-T Table, extra ..... \$19.25

### MODEL P-14

Platen Area ..... 12 $\frac{1}{4}$  x 16 $\frac{1}{4}$  inches  
 Base ..... 14 $\frac{1}{8}$  x 18 inches  
 Height (table to platen) ..... 5 $\frac{1}{4}$  inches  
 Size of Drawer ..... 11 $\frac{1}{2}$  x 16 $\frac{3}{4}$  x 1 inches  
 Shipping Weight ..... Approx. 15 $\frac{1}{2}$  lbs.  
 Uses 10x14 or 11x15-inch Chrome Ferro Plate

Voltage ..... 110 AC. Watts: 275

**Price \$17.00**

No. 17-T Table, extra ..... \$13.75

### MODEL P-24

Platen Area ..... 19 $\frac{3}{4}$  x 27 inches  
 Base ..... 21 $\frac{3}{4}$  x 29 $\frac{1}{4}$  inches  
 Height (table to platen) ..... 7 $\frac{1}{4}$  inches  
 Size of Drawer ..... 19 $\frac{1}{2}$  x 27 $\frac{1}{2}$  x 1 $\frac{1}{8}$  inches  
 Shipping Weight ..... Approx. 64 lbs.  
 Uses 18x24-inch Chrome Ferro Plate  
 Voltage ..... 110 AC. Watts: 625

**Price \$57.00**

No. 24-T Table, extra ..... \$23.00

*Ferrotypes plates not included in these low prices.*



**STUDY MODEL 100 . . . . . \$3.25**

A new Polaroid Lamp at a new low price. Designed especially as a study lamp and for use on the desk at home. Eye-saving, glare-free Polaroid light . . . at the price of a goose-neck.

## Polaroid Study Lamp

**S**TUDENTS, and all others who use their eyes for long and intensive desk work, need Polaroid Illumination. A Polaroid Lamp lets eyes *see more easily* and work longer without fatigue than any other lamp you can buy . . . helps keep healthy eyes healthy.

You can prove this to yourself quickly by comparing a Polaroid Lamp with any other lamp you choose. Place both lamps in front of you on a desk, side by side. Because the Polaroid Lamp is designed to be glareless for eyes in *working position, sit down* in your usual working position and begin leafing through a magazine. Turn on first one lamp, then the other, as you read.

The ordinary lamp will produce a shimmering film of glare over the page—will make the black type appear grey. Change to the Polaroid Lamp and you will see the type become *black*.

Try the same experiment with a colored illustration in the magazine. Under Polaroid Illumination the colors will acquire a richness and depth that you have never seen before—true values that are usually hidden beneath the film of glare produced by ordinary light.

Polaroid Lamps do even *more* than eliminate the fatigue and eye strain produced by reflected glare. They give *even* illumination over the critical working area of your desk.



## Master Finishers Meet

A miniature convention of Photo Finishers was held in Oakland, March 11, and as much discussion and exchange of ideas took place during the day and evening as has sometimes been found in a session of much greater length. Conditions that result from the war were the principal subjects of discussion.

Perhaps the greatest problem confronting the wholesale finisher is the matter of delivery. Throughout the New England States a schedule of three times a week pick-up and delivery service is now in effect. In other parts of the country at least 60 per cent of the industry is on a skip-a-day service. Camera shops that produce their own finishing will be interested in the new schedule because of their problem of shortage of skilled help. A slow down in production on the part of camera shops will serve to equalize the differential between the peak and bottom of the fluctuation of each day's volume. The matter of photo finishers of Central California uniformly adopting the skip-a-day plan was left with four regional committees. With no replacement in tires for possibly six years, photographers must conserve their delivery facilities.

We will try to keep you informed as to the final outcome provided your tires last long enough to justify the super-duper service you are rendering.

A resume of other matters of discussion indicates that there is an almost uniform tendency throughout the country to charge regular price for failure rolls left to be developed. It seems to be general practice to charge 5 cents additional for developing a roll when no prints are wanted. This seems logical for the finisher cannot prosper on developing service only. It was also urged that a premium should be charged for rush or deferred service and there should be a minimum charge for developing a portion of a film pack because to handle the order requires much time and fussing and more time than to develop the entire pack. Dealers are warned to forget about further supply of cameras of anything better than Brownie models.

The return of empty spools to the factory has been unsatisfactory. While two and one-half million spools have been received at the Eastman plant in Rochester, this number is sufficient only to keep the plant going for three and a half days. The future of the photo finishing industry depends on the number of spools returned.



## THE WINONA SCHOOL OF PHOTOGRAPHY

The popular courses of instruction offered by the Photographers' Association of America will be resumed this year. The Portrait Course will be held from July 6 to 31, inclusive. The Commercial Course starts August 3 to 28, inclusive. The fee for each course is \$75.00 with a reduction of \$15.00 if both courses are taken.

The school is located at Winona Lake, Indiana. Nowhere else can photographers obtain such up-to-the-minute and thorough instruction as at Winona Lake. Photographers who are interested should write to HIRSCH & KAYE for additional information or direct to Charles Abel, Caxton Building, Cleveland, Ohio.

## No Tax on Our Metal Frames

According to a ruling which is a revision of the original excise tax law, photographic frames which are plated with a gold finish of a thinness not exceeding a specific amount are exempt from excise tax. You can, therefore, ignore any previously announced rulings and sell frames as you did prior to last October.

## The Front Page

The picture on the front cover was furnished through the courtesy of Kay Hall, an enthusiastic San Francisco photographer whose pictures continue to win salon honors. This is one of a series of "Mr. Muggs."

## Radiant Lamps

We wonder if all our readers know that we are distributors for Radiant Lamps such as are standard equipment in most types of still and motion picture projectors. Radiant Lamps are in stock for practically any form of projector or equipment and are offered with a very liberal guarantee and a record of satisfactory performance.

Included in our stock is an assortment of Radiant Lamps, factory mounted on adapter rings, to make them suitable for use in Bell & Howell projectors. Specify Radiant Lamps on your next order.

## Have You a Rental Library?

Many of our readers operate a business in which rental library service plays an important part.

We have a considerable library of 16 m/m silent and sound motion picture reels. We likewise have a somewhat detailed catalog of these numerous subjects.

If you are interested in sharing with us the service of the library, we suggest you write for a copy of the catalog and additional information which will then place the advantages of the library at your disposal.

## Another Half Century Mark

We now have another veteran of fifty years' service. Mr. George A. Dolan, president of HIRSCH & KAYE, observed his fiftieth anniversary with the firm on March 27.

## U. S. Navy in Action

Among the various subjects of motion picture nature for your enjoyment is the new film "U. S. Navy Blasts Marshall Island." This is a remarkable film made from the deck of one of the participating ships. It is available in both 8 and 16 m/m sizes.

If you have a projector or have occasion to furnish entertainment for specialty events, by all means, order this timely and headline film.

## Squelched

These are days of rumors. Many are absolutely unfounded and most are greatly exaggerated. It has come to our attention that someone has spread a report of a shortage of Wabash Super Flood and Super Flash Lamps. The only shortage of which we have knowledge is temporarily due to the transportation congestion and heavy runs of popular sizes at the factory. All available information we have been able to obtain and put together indicates that the supply of Wabash Lamps will continue, subject to such interruption as war time conditions may impose upon transportation and distribution.

## Iodine-Hypo Cleaner

Spots caused by developing solutions may be removed from white cotton fabrics as follows: First, soak the area briefly in warm fresh water. This will remove most developer stains. If the spot remains, douse it with a solution of 1 part tincture of iodine and 1 part water. After a minute or two, wet the material with *fresh, unused* hypo, then rinse thoroughly in water.



## 56 Years

Again we observe an anniversary of our business. Established in 1886, we have now rounded out 56 years of continuous service to the photographer in outlying territory. Many things have happened during these years and by next year we will probably have experienced more than 57 varieties of events.



### Kodak Electric Control Timer

This is a new 90-second timer having 90 divisions corresponding to 90 seconds. It has a 6-inch illuminated dial and has push button start and repeat timing. A self-contained switch allows the timer to be plugged into a printer lamp or enlarger circuit to turn the lamp on and then turn it off at the end of a predetermined interval.

Kodak Electric Control Timer..... \$15.50



### Kodak Electric Interval Timer

This is a new 30-minute negative developing timer corresponding in style to the Kodak Interval Timer. It has 60 divisions and a 30-minute maximum time interval, a start-and-stop knob on

the top of the case, an illuminated dial, and a buzzer signal.

Kodak Electric Interval Timer....\$12.50



## When Bad News Is Good News

Shortage of popular items of photo equipment and material, first noticed during the fall of last year, continues at an accelerating rate. So much so, that the sensation might be likened to a first ride down the long straight track of a scenic railway.

We think it quite serious, only to find that our tailor, the hardware man, the garageman, the department store owner, and other merchants are fellow passengers on our ride. We are all going to get along with less capital goods, less service, less of most things we have accepted as necessary to our standard of living. We will likewise experience more inconveniences, more upset of our routine, and make greater and still greater personal sacrifices. That's the bad news.

The good news is the realization that what is bad news for the individual is good news for all of us collectively. It means an end to uncertainty, appeasement, theorizing, delay, and worry. It means we're getting into our stride to win this war.



## CREATING BUSINESS

The U. S. Government has ruled that homes, stores, factories, or other property which may be destroyed by bombing or shelling become the loss of the entire nation rather than that of the individual who may be the owner.

Any adjustment or compensation made to the owner is contingent upon his ability to prove the extent of value of the property. A photographic inventory is now suggested.

Suggest to your customer that he make a series of pictures of his home and property in such a way that an appraisal for identification can be made by placing the photographs before the adjuster. A living room should be photographed from one wall and again photographed from the opposite direction.

Amateur photographers who follow this suggestion will have loads of fun and will actually be protecting themselves.

*Jerry's*



*Corner*

*By Himself*

I ORTHO tell you another story, though I SHUTTER to think of the last EXPOSURE.

Once APRON a TIME, there was a POLISH AZO, I mean bozo, who had an ATTACHMENT for a girl who went by the name of MINI. He had a DARK BACKGROUND and would HANGER round the CORNERS where members of his (B)RACKET would ALBUM, smoking big KORONA cigars. She thought he was a good SCOUT, especially when he said, OPAL, VITAVA you want is yours. How would you LEICA BIOTAR? Maybe a MERCURY. She answered I can't even BICARBONATE of SODA. So he opens his BAG, a WALLET that is some ROLLHOLDER and his ZEISS land on 1C which he LENS her. TANKS for everything she says. It was the APEX of her happiness. He thought he KODALURE her to march down the aisle with him to a SPLICER for he added, someday you and I VELTURA million miles together.

But in some way the news had FILTERED out that he was in a bad FIX because he hadn't paid his BETAX. But he, being a two TIMER in STIR, had been on the SPOT before. She also knew that one of the local PAPERS, a sort of AD-TYPE paper had an EDITOR, who was sort of an EXPOSURE GUIDE in the community and when he put his SPOTTING PENCIL on one, he had all the DOPE from his FILES of EXPOSURE FACTORS. Always ETCHING to EXPOSE somebody.

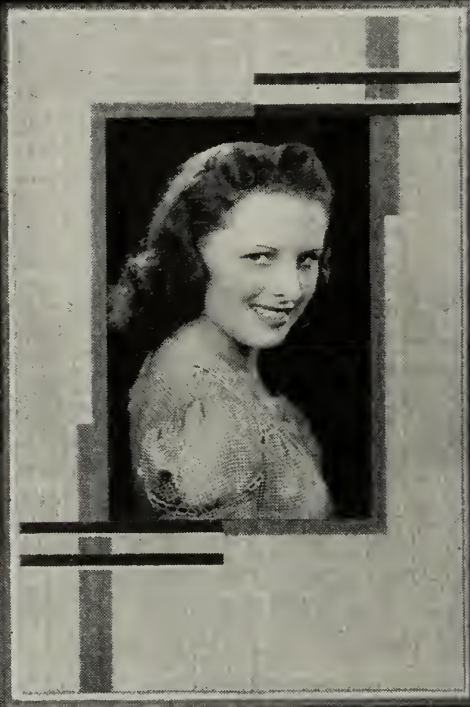
This boy friend of hers BOXES most of the day at a fast CLIP. A tough customer as he BELLOWS that he could make a PRINTER BOX. He would YELL and HOWELL all day, just a little CINE cal, I think.

One day the CAMERAMAN for the SHEET disappears. Then they FINDER FLOATING LID down by the SLIDE, which they find is his, because someone saw it on the RACK. There were stains on it, like DRAGONBLOOD which were mostly rubbed out with an ABRASIVE STAIN REMOVER.

So they CONTAX the judge, who is sleepy and says WASHER matter, but BINDING the suspect over to the IDENTIFICATION OUTFIT, where they SHOOT him with SAFETY FILM. So he gets his ANNUAL entry on the BLOTTER and is put in the JUG, charged with BATTERY. Have you noticed how they DU-PAC them in even though the CELLS have been ENLARGED? Just TRI-PAC in a few more.

The CASE was tried. The boxer pleaded not guilty and starts RAVEN that he was POSITIVE the PHOTO EVIDENCE was NEGATIVE, and that in the





## THE PALM SPRINGS

Just the style you need for the novelty-seeking young folk—an ideal school mounter—and note how appropriate for soldiers' pictures.

In sizes 3x4 to 5x7 . . . available through your dealer.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## JERRY'S STORY

(From page 23)

absence of real PROOF PAPER, he had been FRAMED, and demanded a quick RELEASE, a CABLE RELEASE. But the judge said that's a lot of TRIPE-ODD as it is. This is what the evidence shows.

Sometime before DALITE, you ARGUS with yourself and decided to do a REVERE to the KEYSTONE building. You took a KIT, a ROD, some SOUP and a MASK to blow up the PAPER SAFE. Before you could SHOOT the works, the PHOTOGRAPHER surprised you with a FLASH. You VARNISHED his LAMPS, and made him REEL. It must have looked like a PHOTO FINISH as to who would be the VICTOR when you SHOT him with a BULLET and tied the body with BINDING TAPE. To PADDLE you wouldn't even be a FAIRTRADE.

This was too much for the girls SUPERSENSITIVE nature. First she cried but soon her eyes were DRYER. Something seemed to HARDENER. She knew she didn't want him to METER again so she went behind a SCREEN and wrote a letter to him, in which she said the whole thing was a WASHOFF RELIEF to her and by the time he got this POSTOFFICE PAPER, he would know she had taken a POWDER and had given him the BRUSH off.

JERRY

## Graphic Graflex Photography

By WILLARD D. MORGAN, HENRY M. LESTER and 20 PHOTOGRAPHIC EXPERTS

400 pages . . . large 7 1/2 x 10-inch page size . . . hundreds of illustrations  
26 chapters

### MASTER BOOK FOR THE LARGER CAMERA

Here is a book which covers all the exciting uses for the Speed Graphic and Graflex cameras. Photographers and contributors give their personal experiences, including actual facts and working descriptions.

For the first time in modern photographic literature a special chapter has been included giving full details about using the view cameras, which are coming into popular use.

1. Photography in America Today.
2. Elementary Graflex and Speed Graphic Photography.
3. Negative Exposure and Development.
4. Photographic Lenses.
5. How to Use Filters.
6. Printing With a Purpose.
7. Understanding Photographic Printing.
8. Graflex and Graphic Kodachrome Photography.
9. Graflex and Graphic Cameras in Education.
10. Documentary Reproduction.
11. Illumination and Its Control.
12. How to Use a View Camera.
13. Illustrative and Advertising Photography.
14. Publicity Photography.
15. Following the Horses With a Camera.
16. Photographing the Dance.
17. Aerial Photography.
18. News and Press Photography.
19. Photography With Special Cameras.
20. Reader Interest in News Pictures.
21. Synchronized Flash Photography.
22. Science Photography.
23. Photomicrography With the Graflex.
24. Photography of Children.
25. The Photographic Darkroom.
26. Graflex and Speed Graphic Equipment and Its Operation.
27. Facts and Data. Reference Section.
28. Index . . . Catalogue Section.

**\$4.00**



## RETOUCHING WANTED

Expert service, prompt and thorough attention. Can furnish references.

LULU MAY STONE

Smithflat, El Dorado County, California

## Photographers

Write for 1941 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

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*Airbrush Artist*

PHOTOGRAPHER

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OAKLAND, CALIFORNIA

*Keep It*

**DARK!**

If you've news of our munitions

**KEEP IT DARK:**

Ships or 'planes or troop positions

**KEEP IT DARK:**

Lives are lost through conversation.  
Here's a tip for the duration  
When you've private information,

**KEEP IT DARK!**

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

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Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## STUDIOS FOR SALE

Glendale and Pasadena, at fraction of value. Holiday business should pay for them. Cash receipts for past ten years have averaged, per year: Pasadena, \$7180; Glendale, \$6340.

HOWLETT STUDIOS  
114½ E. Broadway, Glendale, California

## FOR SALE



• • • **GRIPIT**,  
a special adhesive that  
holds with a sinewy grip,  
yet cannot wrinkle paper.  
New larger tube, 25c.

# Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

Description and illustration of any article gladly sent on request.



Cooke Wide Angle Primoplane Lens, in barrel, 4", F6.5.

Bargain Price .....\$27.50

Gundlach Ultrastigmat, in barrel, 2", F1.9.

Bargain Price .....\$15.00

Carl Zeiss Tessar, in Compur shutter, 3", F4.5.

Bargain Price .....\$26.50

Hugo Meyer Kinoplasmat, in barrel, 2", F1.5.

Bargain Price .....\$45.00

Two Morrison 6" Wide Angle Lenses.

Bargain Price .....\$3.50 each

Cooke, 6 1/2", F 3.5 Lens in Sunk-mount.

Bargain Price .....\$47.50

Voigtlander Collinear, 10", F7.7 in Betax shutter.

Bargain Price .....\$67.50

5 1/4" F 4.5 Carl Zeiss Tessar in Compur shutter.

Bargain Price .....\$45.00

Wollensak Velostigmat, 7", F6.3 Convertible in barrel.

Bargain Price .....\$13.50

Bausch & Lomb 1c Tessar, in Ilex Universal shutter, 2 1/4 x 3 1/4, F4.5.

Bargain Price .....\$19.50

Barre Rapid Portrait, F5—5" to 6", in barrel.

Bargain Price .....\$4.95

10" Darlot Lens, in barrel.

Bargain Price .....\$4.95

5x7 Wollensak Series A Portrait F5 Studio Shutter.

Bargain Price .....\$12.95

25" F6.3 "Barrell" Voigtlander, 1—water house stop.

Bargain Price .....\$12.95

6 1/2 x 8 1/2 Cephaloscope, 11 1/2", F5, in barrel.

Bargain Price .....\$9.95

Carl Zeiss Protar, in barrel, 11 c/m, F18; wide angle lens.

Bargain Price .....\$27.00

B. & L. Protar, 7 3/4", F6.8 Convertible in Acme shutter.

Bargain Price .....\$75.00

6 5/8" F 7.7 Kodak Anastigmat in ball bearing shutter.

Bargain Price .....\$9.50

3 1/4 x 4 1/4 Bausch & Lomb 1C Tessar, F 4.5 in barrel.

Bargain Price .....\$19.75



# BARGAINS

8x10 No. 7 Century Studio Camera; sliding GG carriage; 8x10 back and 8x10—5x7 reducing back; 3" No. 8 Packard shutter.

Bargain Price .....\$75.00

Omega D 4x5 Enlarger with double condensers and 4x5 negative carrier; no lens. Latest model and like new.

Bargain Price .....\$110.00

14x17 Heavy Print Frame with glass; fine condition.

Bargain Price .....\$5.50

Johnson Modeling Ventlite on regular studio stand in good condition.

Bargain Price .....\$45.00

No. 17 Sunray Spot Lamp with small concentrating spot and 4-inch large spot. Like new.

Bargain Price .....\$19.50

8x12x42 Sterling Enamel Tanks in good condition.

Bargain Price .....\$10.50 each

1 Set (3) Square Grouping Stools of Oak; like new.

Bargain Price .....\$9.50

Perfection Posing Chair; adjustable back and seat; like new.

Bargain Price .....\$9.50

Pako Liverty Mat Dryer; gas heated.

Bargain Price .....\$45.00

AnSCO Universal Stand H. P., late model in fine condition.

Bargain Price .....\$19.50

Rise Print Straightener; 12" with motor.

Bargain Price .....\$32.50

B & J Horizontal Enlarger (5x7), with double condensers.

Bargain Price .....\$35.00

Mendelsohn Speed Gun. Recent model D with 7" reflector. Condition like new.

Bargain Price .....\$17.50

Vakagraph Border Printer, complete with masks.

Bargain Price .....\$49.50

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price .....\$6.50

Leather Case for 2 $\frac{1}{4}$ x3 $\frac{1}{4}$  Speed Graphic Camera; like new.

Bargain Price .....\$8.75

Emerson DC Motor, 1/20 H.P., 1,750 R., 110-volt. Good for home-made equipment requiring a motor.

Bargain Price .....\$2.50

10x12x5 Sterling White Enamel Hypo Tank. Perfect condition.

Bargain Price .....\$4.75

Johnson U 19 Ventlite and Stand. Cabinet measures 24x19x14. Designed for No. 4 flood, 1,000-watt or 1,500-watt lamp and mounted on 7-foot studio stand.

Bargain Price .....\$44.50

Swing Reflector like you should have in your camera room with a swing frame with two individual reflectors or screens, black on one side and white on the other. Each screen measures 35x40 and the frame is made of metal mounted on rollers. The price is only.....\$14.50

You can get terms on any bargain item in this number of The FOCUS. Tell us what you would like to pay.

# BARGAINS

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price .....\$6.50

2½" No. 8 Packard Shutter for time and in A1 condition.

Bargain Price .....\$8.50

Copy "Natural Color Processes," by Carleton E. Dunne. Color separation negatives. Chromatone process, Dufay color, Agfa color and many other processes. 5½"x8", cloth bound.

Bargain Price .....\$1.50

Eastman Studio Scale. Like new.

Bargain Price .....\$3.25

Leather Case for 2¼x3¼ Speed Graphic Camera; like new.

Bargain Price .....\$8.75

Emerson DC Motor, 1/20 H. P. 1,750 R. P. M., 110-volt. Good for home-made equipment, requiring a motor.

Bargain Price .....\$2.50

Vakagraph Border Printer complete with masks.

Bargain Price .....\$49.50

Mole Richardson Professional Studio Lamps on 6' roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½x20. Complete with necessary adjustments.

Bargain Price .....\$18.50 each

Copy of "Pictorial Landscape Photography." 53 illustrations. Published by American Photography. 7½"x10", cloth bound, was \$3.50—now

Bargain Price .....\$1.95

Sunray No. 40 Studio Lamp, designed for 2 No. 4 flood bulbs or two 1,000-watt T 20 lamps. Has high, low and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

Bargain Price .....\$37.50

10x12x5 Sterling White Enamel Hypo Tank. Perfect condition.

Bargain Price .....\$4.75

Johnson U 19 Ventlite and stand. Cabinet measures 24x19x14. Designed for No. 4 flood, 1,000-watt or 1,500-watt lamp and mounted on 7-foot studio stand.

Bargain Price .....\$44.50

"The Complete Press Photographer," by Bell, with many illustrations of valuable, newsy subjects.

Bargain Price .....\$1.25

Beattie Mini Pan Lamp on Studio Roller Stand with counterbalance, lifts lamp to 6½' height and takes 1,500-watt lamp, in condition like new.

Bargain Price .....\$79.50

Elkay Water Filter, fits the faucet.

Bargain Price .....\$2.50

Kodascope, 8 mm. Model 50, uses 300-watt lamp in case. Fine condition.

Bargain Price .....\$27.50

Century No. 2 Sliding Ground Glass Carriage with one 8x10 back and one 5x7 back. Like new.

Bargain Price .....\$49.50

Brunner Table Model Glossy Print Dryer. Operated on the principle of endless chain belt to which heavy chromium plates are attached. Gas heated and operated by 110-volt A. C. motor.

Bargain Price .....\$98.50



# BARGAINS

4 Post Studio Stands for 5x7 camera, old style but in good condition.

Bargain Price .....\$19.75

16-oz. Glass Tumbler Graduates.

Bargain Price .....\$ .40

35 mm. Speed Carrier for Omega C. Enlarger.

Bargain Price .....\$4.50

B & H Ground Glass Motion Picture Screen, 40 $\frac{1}{2}$ x30 $\frac{1}{2}$ . Suitable for use as a translucent screen.

Bargain Price .....\$2.50

5x7 Dallon Developing Tanks, with capacity of six films each.

Bargain Price .....\$6.50

H. & K. Focusing Cloth, 36x48.

Bargain Price .....75c each

Sunray No. 10 Jr. Lamp, on 7' folding stand. Designed for two No. 1 flood lamps and equipped with bright and dim selective switch.

Bargain Price .....\$9.50

8x10 Eastman All-Metal Camera, with 30" bellows. Fine condition.

Bargain Price .....\$125.00

Haloette Attachment for Eastman Autofocus Enlarger, with complete instructions. Permits you to obtain white backgrounds on the print.

Bargain Price .....\$10.00

Gundlach Wide Angle, 8x10.

Bargain Price .....\$8.50

4 $\frac{3}{8}$ ", 110° Radar Wide Angle, in barrel.

Bargain Price .....\$27.50

6 $\frac{3}{4}$ " F6.3 Seneca Anastigmat, Optimo shutter.

Bargain Price .....\$10.50

3 $\frac{1}{4}$ x4 $\frac{1}{4}$  Graflex B (not revolving back), 5 $\frac{1}{2}$ " KA lens, pack adapter and case.

Bargain Price .....\$59.00

18-Gallon Stoneware Tank, 9 $\frac{1}{2}$ x9 $\frac{1}{2}$ x47, in excellent condition.

Bargain Price .....\$24.50

Halldorson Studio Junior Lamp, without 1,500-watt lamps.

Bargain Price .....\$47.50

24" Diameter Halldorson Washer, in good condition.

Bargain Price .....\$10.50

Eastman 10" Metal Trimmer, in condition like new.

Bargain Price .....\$14.50

Johnson Ceiling Ventlite with 1,500-watt daylight lamp. Fine for studio where space is limited.

Bargain Price .....\$15.00

Pair 14" Condensers, in book mount, new condition.

Bargain Price .....\$65.00

Eastko Trimmer, 10". Like new.

Bargain Price .....\$4.95

Speed Gun, Model D Synchronizer, complete in box, like new.

Bargain Price .....\$18.50

4 $\frac{3}{8}$ " F4.5 Bausch & Lomb, in ring compur.

Bargain Price .....\$27.50

2" F4.5 Novar Anastigmat, in Telma shutter.

Bargain Price .....\$10.00

4 $\frac{1}{8}$ " F4.5 Foth Anastigmat, in shutter.

Bargain Price .....\$12.50

Mergon Cold Enlarging Light. Needs no condensers. For use with 6 $\frac{1}{2}$ x8 $\frac{1}{2}$  negatives or smaller.

Bargain Price .....\$16.50




## *Thumbs-up Quality*

FOR the simplest, or the most difficult assignment, there's an Eastman Film that will give you just the result you want. For an ortho result, use Ortho-X. For long scale and high speed, use Tri-X Panchromatic. For contrast and sparkling brilliance, combined with excellent scale, use Kodatron Panchromatic. All have the thumbs-up quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.





*There's a finer quality—  
greater richness in  
the print on*

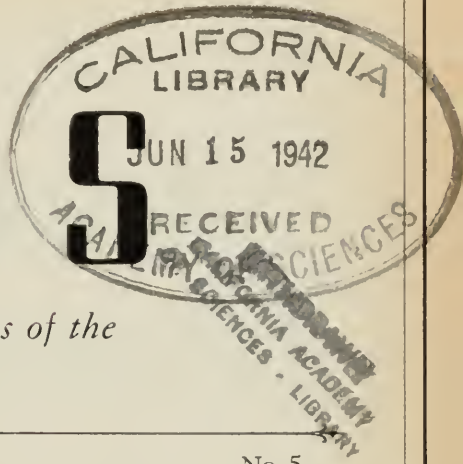
# **KODABROMIDE**

(FORMERLY CALLED KODABROM)

Kodabromide is a full-scale, rapid developing paper giving brilliant enlargements with fine gradation—rich black tones. Thirteen attractive grades to choose from.

**Eastman Kodak Company  
Rochester, N. Y.**

# THE FOCUS



*Published Bi-Monthly in the Interests of the  
Photographic Industry*

Vol. XVIII

MAY-JUNE, 1942

No. 5



*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO





# FOR FINER ENLARGEMENTS DEFENDER VELOUR BLACK



**A**CTION packed pictures or still lifes, Defender Velour Black upon your enlarging easel means a better picture in the end. Its long tonal range brings out the best in every negative, the detail of highlight and shadow that will lift any picture out of the ordinary. 26 surfaces—8 of them in four degrees of contrast. . . . *Look For the Blue and Yellow Package.*

**DEFENDER PHOTO SUPPLY CO., INC. ★ ROCHESTER, N. Y.**

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# THE FOCUS

Prepared and Published  
Bi-Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE  
239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVIII

MAY-JUNE, 1942

No. 5

## INTRODUCING—



NIELS O. OLSEN. . . Mr. Olsen was born where history is being made. He was born at Bornholm, Denmark, a small island in the Baltic. His father was a native of Sweden, a miller, and

preferred to live in Denmark, where he married. His wife died when Mr. Olsen was a boy of eight.

Possibly as a result of the loss of his mother, the boy was inclined to spend much time at the seashore watching the waves and the various moods of the ocean. The other times he would worry his father by exploring an old windmill nearby, fascinated by the large wooden gears and round millstones.

At an early age he came to this continent and first located in Canada, and then in Minnesota where he became a farmer. His older brother, who had accompanied him in his travels, had sent to a mail order house for a 2x2 camera. This was a camera which had to be entirely reloaded after each exposure. Perhaps this is what mystified young Olsen, for he found much interest in this camera.

At the age of fifteen he, too, had a camera but of an advanced type and steadily became more and more professional in his work and his activities. In 1908 he located at Three Forks, Montana, where he still is located today. He has no lodge affiliations but is an active

member of the Seventh Day Adventist Church.

Tragedy has struck him twice. Once with the loss of his mother, and again with the death of his wife. His wife is survived by two girls and one boy who now constitute the family. All have graduated from high school.

In addition to hiking and outdoor photography, Mr. Olsen has a hobby. He likes the printing trade and dabbles in it for his own amusement.

Some photographers have experienced a supreme thrill in one way or another but Mr. Olsen tells us that his greatest thrill took place when he dove into water beyond his depth and would have drowned had not his brother, who happened to pass in the vicinity at the time, pulled him out.

As if this weren't enough, he can tell of tracking through the Canadian wilds, when he was followed by a pack of timber wolves. These are different wolves from the kind we hear about over the radio and no doubt greatly more dangerous.



## Life's Duties

To ignore trifling annoyances, to avoid ultra-fastidiousness, to condone human frailties, "remembering whereof we are all made," to think the east wind will "go round to the south," to believe that "the darkest hour is just before dawn"—in a word, "to make the best of things," is to become a public benefactor, without profession of philanthropy.—Mrs. James Farley Cox.



# Your Obligation

## —as a Photographer

IT is by no means an idle assumption when, in these days of anguish for many and uncertainty for all, we speak of “your obligation as a photographer.” Millions of American men and even women—are leaving their homes to join the armed and auxiliary forces of War. Which of these the Grim Reaper of the Apocalypse will strike is something none of us can know, yet certain it is that thousands, perhaps hundreds of thousands, will never return.

*You*, as a professional photographer, are being called upon to portray these men and women with your camera. All too frequently in the years to come their families will have nothing by which to remember them but the frail sheets of paper you will deliver, the *photographs* you will make. Truly that is a stern and a terrible responsibility.

That responsibility is the task of every professional photographer in this emergency which all of us are facing. Those who rush their sittings through, who say with a hasty glance: “This way, please,” “That way, please,” “Thank you”; those who skimp with cheap materials and careless retouching; those who rush their prints through the hypo and the wash . . . to such we say they are unworthy of their trust and unworthy of the title “professional photographer.”

Few if any such are among the readers of THE FOCUS and yet a reminder at this time should not come amiss. Give whole-heartedly of your best to every sitter in these days of trial, do your utmost that every negative you make shall be a true characterization of your subject; never fail to remember that every time you squeeze the bulb you may be holding someone’s heart in your hand. Do these things and when the light dawns of the better day that is to come you will be able to hold your head as high as that of any bemedaled hero. You will have done your duty.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors Gross Mountings*

## Kodacolor and Indoor Kodachrome Exposure Guides Announced

Camera fans both old and young in experience will be happy to hear that two new additions have just been made to the list of Kodak Handy Pocket Exposure Calculators. One of these, the Kodacolor Exposure Guide, gives full data for determining the correct exposure under various daylight conditions for the sensational new Kodacolor Roll Film. The other, the Kodachrome Indoor Guide, will enable many a puzzled photographer to instantly and accurately determine correct indoor exposure for both flash and flood lighting when using Kodachrome Type A Film.

Following the familiar Kodaguide dial-and-arrow system of converting essential facts into correct exposure recommendations, both of the new guides are very simple to operate. They are priced at 10 cents each.

## Eastman Announces Two Electric Timers

Numerous amateur picture takers who are enthusiastic darkroom workers will be interested in the two new Kodak Electric Timers just announced from Rochester.

The new Kodak Electric Interval Timer has a six-inch electrically illuminated Tenite safelight dial, equivalent to a Series III Wratten Safelight. The timer is marked off into 60 half minute divisions so that the interval indicating hand can be preset at intervals ranging from one half minute up to 30 minutes. When connected with a 60 cycle, 105-120 volts, AC outlet, this new timer will provide dependably accurate timing for film and paper development.

When the push button control on top of the timer case is pressed, a white hand on the dial begins to mark off the half minutes. After the chosen interval has been reached, a buzzer sounds and the white hand returns to zero automatically. The buzzer will continue to sound

until it is turned off by pressing another push button on the timer. The interval indicating hand need not be reset if the same interval is to be repeated. The timer is priced at \$12.50.

The new 90 second Kodak Electric Control Timer will be welcomed by picture takers who do their own printing and make their own enlargements. It is designed to act as an automatic electrical time switch for prints and enlargements using lamps of 1,000 watts or less. It can be preset for exposures ranging from one second to 100 seconds then when the desired interval is reached, it shuts off the printing lamp automatically.

Attractive in appearance, gray finish and well built, the Kodak Electric Control Timer has a six-inch, illuminated Tenite safelight dial, permitting convenient operation of the controls at any location in the darkroom. A push button on the top of the case starts the time interval. When the number of seconds for which the interval indicating hand was set has been reached, the printing lamp is turned off automatically and the sweep hand returns to zero. The same interval may be repeated as many times as desired without resetting the interval indicating hand. The price of the Kodak Electric Control Timer is \$15.50.

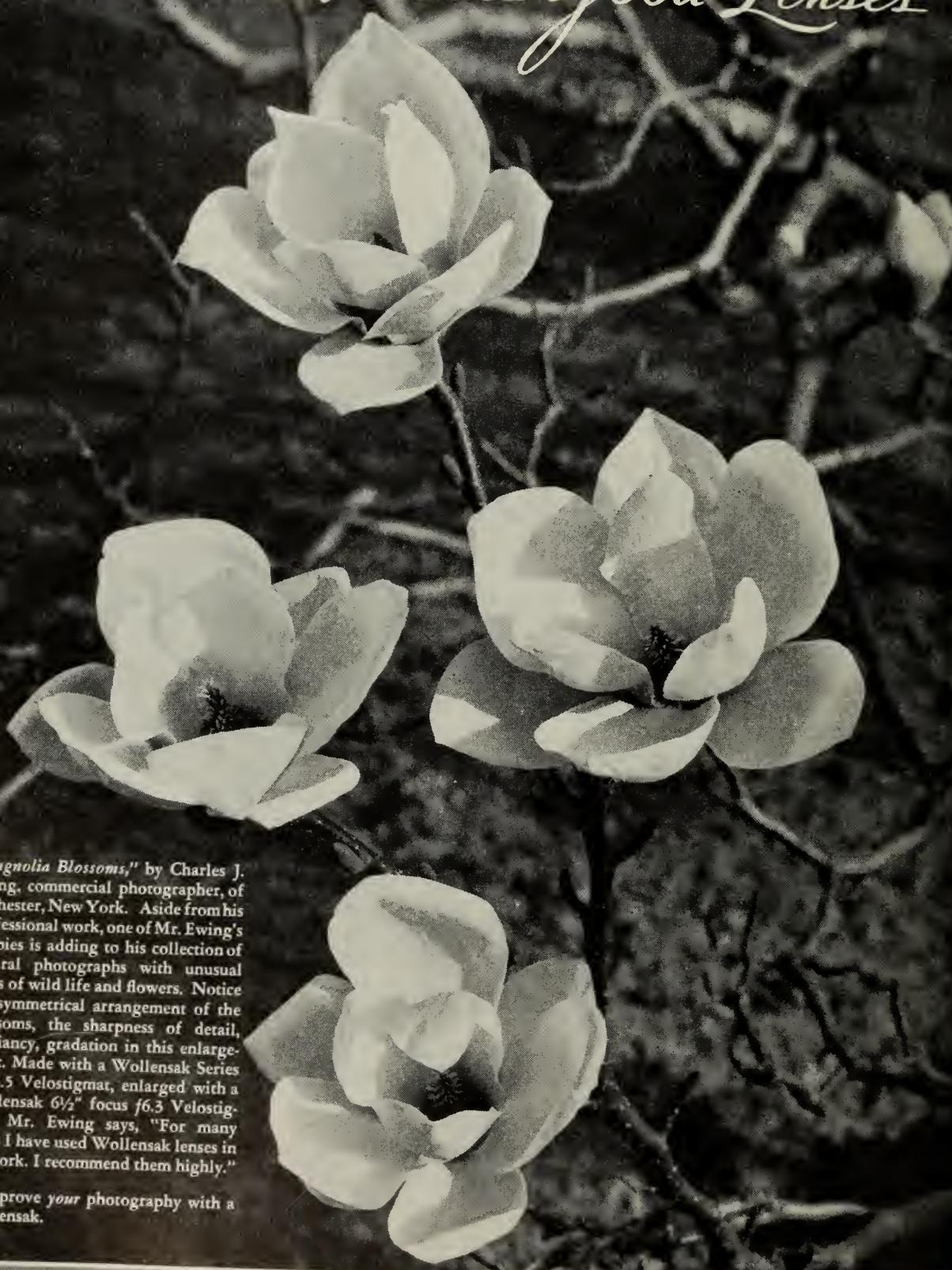


## Cleaning Glass Easily

We offer this for anyone who has occasion to clean glass thoroughly for framing or other purposes. Put a tablespoon or so of Dreft in a pint of water to make a foamy solution and keep this in a bottle with a metal screw cap in which you have punctured a number of holes. Shake out some drops of the solution on your sheet of glass and wipe it dry. When we have a lot of glass to clean we keep the solution in an open dish, also making the solution stronger. Wash the glass with a wad of cotton or cloth soaked in the solution, then dry. The results will surprise you.



# Wollensak means Good Lenses



"Magnolia Blossoms," by Charles J. Ewing, commercial photographer, of Rochester, New York. Aside from his professional work, one of Mr. Ewing's hobbies is adding to his collection of natural photographs with unusual shots of wild life and flowers. Notice the symmetrical arrangement of the blossoms, the sharpness of detail, brilliancy, gradation in this enlargement. Made with a Wollensak Series II f4.5 Velostigmat, enlarged with a Wollensak 6½" focus f6.3 Velostigmat. Mr. Ewing says, "For many years I have used Wollensak lenses in my work. I recommend them highly."

Improve your photography with a Wollensak.

For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**



## Manufacture of Certain General Electric Mazda Photoflash Lamps Discontinued

The General Electric Company is discontinuing the manufacture of the photoflash lamps discussed in the following paragraphs. The reason for this action is that it will help conserve critical materials for the manufacture of other more generally used photoflash lamps.

MAZDA Photoflash Lamp No. 75 is no longer available.

MAZDA Photoflash Lamp Nos. 7, 15, 16-A, and 30 will be available only until the manufacturer's stocks are depleted.

<i>MAZDA</i>		
<i>Photoflash Lamp</i>	<i>Lumen Seconds</i>	<i>List Price</i>
Substitute No. 11 .....	28,000 - 32,000 .....	\$0.13
For No. 7 .....	25,000 - 30,000 .....	0.13
Substitute No. 11 .....	28,000 - 32,000 .....	0.13
or No. 22 .....	60,000 - 65,000 .....	0.15
For No. 15 .....	33,000 - 40,000 .....	0.14
or No. 16-A .....	40,000 - 45,000 .....	0.15
Substitute No. 6 .....	16,000 - 18,000 .....	0.15
or No. 31 .....	70,000 - 80,000 .....	0.23
For No. 30 .....	40,000 - 45,000 .....	0.24
Substitute No. 50 .....	110,000 - 125,000 .....	0.22
For No. 75 .....	160,000 - 180,000 .....	0.55



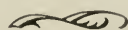
### Bargain Section

Our readers are urged to carefully read the bargain pages of this issue. Many items are listed here for the first time and we know we have a number of items that will be of instant demand.

If you have ever placed your order for a bargain item only to have to be told it had been sold, please remember that the Focus has many readers and of these bargain items we usually have but one of each item to offer. Sometimes a mail order will arrive between the time the copy is sent to the printer and the magazine is mailed. We always urge prompt action for any desired bargain.

### Deliveries Curtailed

The office of Defense Transportation has curtailed all local delivery services effective May 15. Special deliveries and return calls the same day in an effort to deliver goods or make collections are forbidden. Deliveries are limited to one per day per person. In addition all local carriers using rubber tires must reduce their mileage by at least 25 per cent.

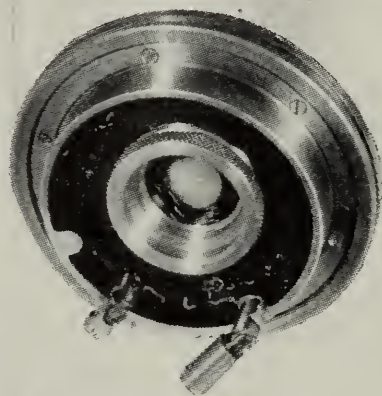


### Last Call

At the present time we are able to offer a few Pako Oversize Printers now available to us by some miraculous process. If you plan to install one of these printers during the next several years, this is your last opportunity.



# ★ EYES OF THE ARMY ★



The success of modern war strategy depends much upon the "Eyes of the Army," its aerial reconnaissance. Aerial photography supplies the accurate information upon which military strategists plan successful campaigns. Flying laboratories with completely equipped darkrooms, permit on-the-spot development and printing of the visual facts.

High speed work under such rigorous conditions demands dependable chemicals. Large quantities of Mallinckrodt photographic chemicals are used by the United States Army Air Corps. For your work you'll find it pays to use Mallinckrodt chemicals, a standard of quality with photographers everywhere.

Mallinckrodt Chemical Works . . . Mallinckrodt St., St. Louis, Mo.

74 Gold St., New York, N. Y.

Chicago • Philadelphia • Los Angeles • Montreal



## Los Angeles Photo Finishers Plan "Skip-a-Day" Services

Los Angeles photo finishing plants will inaugurate an alternate day pick-up and delivery service shortly. Two factors impelled the decision. Ineligibility to procure new auto tires for vehicles used in the service was a dominant reason. But a survey which revealed that an average customer seldom called for processing and printing orders within a minimum of 48 hours also demonstrated that adoption of a skip-a-day service would not prove harmful to business.

In addition to the customary 24-hour service, special features, a "six-hour rush" and "overnight" have previously been available to Los Angeles camera hobbyists. Leading finishers are of the opinion that temporary discontinuance of the three services for the duration will not retard business but believe that the skip-a-day plan will obviate the necessity of retail dealers entailing the expense of establishing walking distance zone finishing plants.



## Opaque

Photographers who require opaque blocking or lettering are urged to provide themselves with a supply to last for the estimated duration of the war. We have been told by the factory that the ingredients used in making opaque are no longer obtainable. This checks with another report that Sepia water color used in airbrush work has likewise been withdrawn from the market and all you may hope to obtain is that which we have on hand.



## Lens Boards Not Taxed

Lens Boards are no longer considered subject to the U. S. Excise Tax and, therefore, prices are revised.

Lens Board for Eastman View Camera No. 2 D:

5x7 .....	\$1.00
8x10 .....	1.25

## KODACHROME and KODACOLOR

### From All Angles

YOU GET CONSISTENTLY FINE COLOR RESULTS WHEN YOU

### *Know How*

*This book tells, in non-technical terms, how you can get maximum results under everyday conditions, indoors and out.*

### The First Complete Book on KODACHROME

#### CONTENTS

This book will answer your every question—Unusually thorough and complete—No detail omitted—Covers Color Composition—Exposure Calculations—Correct Use of Exposure Meter—Sunlight Characteristics—Photoflood—Photoflash—Landscapes—Flowers—Movies—Portraits—Sunsets—Special Effects—Filters—Color Meters—Color Prints—Complete chapter on the New Kodachrome—and many more important points.

*Cross-indexed for ready reference*

**\$6.50**

232 Pages—15 Full Color Illustrations—10 Color Diagrams—150 Black and White Illustrations and Diagrams



### Do You Know That—

Airplane factories use an American made lens 6' focal length? This is the Goerz Apochromat Artar, f 16, weight 18 lbs., used in a 34' camera. A 16'x25' dark room acts as bellows with the lens in the wall. Sensitized metal plates . . . up to 4'x12' . . . are suspended in this bellows. Then the engineers' drawings are photographed on these plates which are then lifted out with a crane and dunked in a vat of developer. After development, they are trimmed to the outlines and used as templates, or patterns, for the various parts to be manufactured in quantity.



The New Technique for Cleanliness,  
Speed and Perfection in Drying  
Photographic Negatives

## TEXTILEX

### Quick Film Drier FOR CUT FILM

TEXTILEX is an insoluble, lintless vegetable fibre product that facilitates the quick drying of negatives by absorption of all surface moisture and eliminates the possibility of water stains.

This amazing paper which will not dissolve or give off lint, enables the user to produce smudge, scum and dust free negatives in the quickest possible time.

Dries Negatives in Half the  
Ordinary Time.

## TEXTILEX

### FOR CUT FILM

TEXTILEX QUICK FILM DRIER is packaged 12 sheets, size  $8\frac{1}{2} \times 10\frac{1}{2}$  inches, per envelope. Wet film is placed between the sheets for a few seconds. Then it is dried in the usual manner in half the ordinary time.

Per envelope ..... 30c

### FOR ROLL FILM

TEXTILEX QUICK FILM DRIER is packaged 5 strips, size  $5'' \times 62''$  per tube. Wet film is rolled directly from the developing tank reel into the paper.

Per tube ..... 40c



"Cat's Eyes," those small reflectors you see at electric switches, on the backs of bicycles and which function as do the larger highway signs at night, can be used in the darkroom. The five and ten has them. Get a few and put them up at strategic points—near door handles or light switches—near oft-needed objects—you'll find yourself moving about more easily and avoiding breakage and spoilage.



## FRESNEL PHOTOSPOT

A new spotlight, measuring  $9\frac{1}{2}''$  long,  $12''$  high,  $8\frac{1}{2}''$  wide. Use it as a spot or floodlight.

### 10 Features

1. **6'' FRESNEL LENS** designed for perfect light control and guaranteed heat resisting.
2. **ALL STEEL BODY** rigidly spot welded and strongly constructed to last a lifetime.
3. **FULL VENTILATION** gives cooling air circulation in every burning position.
4. **HINGED FRONT DOOR** opened by top spring catch, allows constant relamping or flooding.
5. **TENSION SWIVEL** automatically keeps Photospot pointed at any desired angle.
6. **BAKELITE HANDLES** for focusing, tilting and opening front, give cool, easy control.
7. **PORCELAIN SOCKET** assures lasting service, swivels for instant filament alignment.
8. **UNIVERSAL MOUNTING** — Threaded yoke fits table base, tripod, or light stand adaptor.
9. **10' CORD, SWITCH** — Approved quality asbestos wire, line switch, rubber plug.
10. **DURABLE FINISH** — Attractive baked black enamel, outside, dull black inside.

Price (without lamp or stand), \$12.95  
500-Watt T-20 Lamp, \$1.98

## KODALITH DEVELOPER IMPROVED

A new Kodalith Developer has been prepared for use in connection with the Kodagraph Contact Screen Process. It will be furnished as follows:

### KODALITH DEVELOPER IMPROVED

Bottles sufficient to prepare:

	Case	Quantity	
1 gallon .....		24	\$ .85
5 gallons .....		6	3.00

For other purposes than the Kodagraph Contact Screen Process, we shall continue to supply regular Kodalith Developer at the prices now listed in the Graphic Arts Price List and, until further notice, orders will be filled with the regular developer unless they specify that the Improved type is wanted.



During the present war emergency, and as soon as present stocks are exhausted, we will discontinue the following Agfa-Ansco Papers:

#### Single Weight Paper, Agfa-Ansco:

- Two dozen packages in all types.
- One-half gross packages smaller than 8x10 in all types.
- Gross packages smaller than 5x7 in Convira, Speedex, Nokoline.
- Gross packages smaller than 4x6 in Cykora, Brovira, Proof.
- Dozen packages smaller than 11x14 in all types.
- No. 5 grade in Convira and Nokoline.
- No. 4 grade in Speedex.

#### Double Weight Paper:

- Two dozen packages in all types.
- One-half gross packages smaller than 5x7 in all types.
- Gross units smaller than 4x6 in all types except Postcards.
- Dozen packages smaller than 8x10 in all types.
- No. 0 and No. 5 grades in Convira.

We will supply non-standard and non-stock sizes only when absolutely necessary and with *at least* 30 days delay.



## KAYE PAN TILT TOP

A desirable feature of this tripod top is the design of the felt-covered head. Two tripod holes are provided, so that no matter what camera is used, the camera may be balanced on the tripod. The base is 1 $\frac{3}{4}$  inches in diameter, while the top measures 2x3 $\frac{1}{4}$  inches. The total height is 3 $\frac{1}{4}$  inches, the handle is 7 inches long and the weight is 8 ounces.

Smooth operation and tight adjustment is assured by the bronze bearing in the pan base. A slight turn of the handle will lock the tilt at any desired angle. Recommended for both still and movie cameras.

Price, \$4.50





## TOWARDS TOMORROW

Regardless of world crises, tomorrow always comes and with it the problem of living. We cannot avoid it, for the momentum of life goes on and we are dedicated to the proposition that life is worth the living. Man didn't make the world—neither can he destroy it, so he might as well make the best of it. The power of right is certain to prevail over the forces of evil—that has been the history of the world, though it is often a knock-down and drag-out struggle.

Crises are not new, and with each one arise issues to be faced and solved. The ingenuity of man is tested only by the complexity and enormity of his problems.

Two world ideologies are locked in a death grip. American business is a part of this struggle, a vital part—in which moral assets are as valuable as the supply of raw and finished materials. Our distribution system has a vast responsibility toward the achievement of a lasting victory and manufacturers, wholesalers and retailers courageously accept the handicaps of shortages and burdens of taxes to supply civilian requirements. Enemy and ally alike look to us and ask, "Can they take it?"

English merchants have traded behind sandbags. Is the American any less ingenious or courageous? The present war is a test of a business man's resourcefulness and productiveness. His ability as a maker and distributor of merchandise is a key factor. We may be sure the inventor, banker, manufacturer, dealer, salesman and credit man are equal to the specifications of a war program and the delivery of victory. This faith in the survival of a world of decency and security is anchored deep.

Man, as a social creature finds it advantageous to exchange goods with fellow men. Out of primitive barter has grown business; out of trade grew mutual benefits. Our democratic order, our cities, our economy are all the result of man's need for his fellow man. Out of

the limitations of money and the handicaps of time and distance grew credit as an instrument of trade. The development of confidence had a social as well as a trade significance.

\* \* \*

Credit is the instrument which daily creates hundreds of millions of dollars in accounts receivable and accounts payable through the ordinary processes of manufacture and distribution. It enriches the lifeblood which pulsates through the arteries of the economic body and contributes to the social and political well-being of the nation.

Credit furnishes the lever by which a business man lifts many times his own economic weight. Its power may be abused at times, yet losses are insignificant compared to benefits. It has played, and will continue to play, a major rôle in the development and utilization of the vast resources of this continent.

No great oak ever escaped the necessity of being an acorn. No business oak grew to sturdy size without the nurturing of credit. In America we have been prodigal with credit, but it has brought great returns. Any man, large or small, is permitted to employ his energy, vision, skill and capital in the spirit of adventure which belongs to free enterprise. But without credit the small business man would be doomed to do everything in a small way, and the multiplication of his capital would be impossible.

The American standard of living has risen to its present level on the hidden buoyancy of credit. The ramifications of credit reach everywhere in our land. It is the foundation of mass production and distribution. It is responsible for the great variety of goods and services and the heaped counters of retail shops.

Now, when our resources must be transformed into armament, guns, planes, tanks and ships, credit again steps to the front to make it possible. All along the complicated steps of processing goods necessary to the job of

winning a war, credit performs its quiet task of expediting the durables, wearables, and edibles that are required. The people, too, lend their credit to the government, expressing their confidence by the purchase of Government bonds.

When the big task gets under way of mending the social and economic wounds of a bruised world, credit will face its greatest responsibility. And the wisdom and understanding of those who stand at the credit controls will influence the rapidity as well as the soundness of the reconstruction period. — *Reprinted by courtesy of Dun & Bradstreet.*



## Albert Automatic Enlarging Easel

Precisely machined and constructed of the most durable materials available; built to give a lifetime of faultless, efficient service; beautifully finished in chrome to prevent rusting and tarnishing.

### Nine Exclusive Features

- Automatic Paper Centering
  - Automatic Border-Measuring Scale
  - Automatic Masking Bands
  - Automatic Frame Support
  - Automatic Paper Alignment
  - Non-Fogging Surface
  - Positive Contact of Masking Bands at All Points
  - Non-Warping Easel Board
  - Non-Slip Base.
- List price ..... \$13.75



## Viceroy Easel

Maximum value at low price. All-steel precision construction. New simplified Border Adjustment and Paper Guide. Takes paper to 11"x14". A genuine Albert product at \$7.65.



## Trojan Enlarging Easel

Precision built to answer the demand for a medium-priced quality easel. Has many of the exclusive features of the Albert Automatic. Takes paper to 11"x14".

List price only ..... \$9.90

## Wages and Profits

In every industry some companies are highly profitable and some barely break even, or lose money.

Yet each company in the industry pays approximately the same wages.

When wages are negotiated, the labor representatives point to the profitable units as proof that the industry can pay a higher scale. They ignore the submerged, struggling units which are barely managing to remain solvent, although these non-profitable companies may be employing three times as many men as the others.

Bonanza gold mines pay no higher wages than low-grade mines. Why should they? They pay what the others pay. If wages get too high, the low-grade mines close.

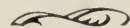
When wages in the newspaper business went too high, thousands of printers lost their jobs because unprofitable newspapers were forced to shut down.

Wages are high when there are more jobs than there are workers. When wages get so high that a business becomes unprofitable, the jobs go and the wages go.



## Studio for Sale

War conditions require the sale of well known studio in Santa Cruz. Inquire Box 2448, THE FOCUS.



A piece of rubber tubing slipped over the end of a round thermometer will hold that instrument on the edge of your tray; ward off breakage.

Little strips of "Adlux," 3x1 inches, can be used to test a hypo bath. If the "Adlux" clears in 20-30 seconds, the bath is still strong and active. If it takes 45 seconds or more, the bath should be dumped. No, its not wasteful—the Adluxstrips cost less than one cent each when you cut up an 8x10 sheet in 1x3 strips.



## HANDLING TOUGH CUSTOMERS

### When goin' is difficult tact and diplomacy often save trying situations

Leading sales experts have long ago proven that the "tough" customers who daily come into camera stores and studios can be definitely grouped into a limited number of classifications and, when their nature is thoroughly understood, may be handled with ease by any salesperson.

First is Poker Face, hardest of all to understand. They never say much. They are the type who hear everything one says and see everything that one does. They cannot be sold through any suggestive selling since they answer only "yes" or "no" to questions. They retain a blank expression displaying neither interest nor lack of interest no matter what statement one may make:

#### Discretion

This type of customer is particularly mentally alert. Customary selling technique generally has little effect upon them, but plain reasoning generally has. These customers generally know a good deal about photography so discussions must be carefully presented. They must be "pinned down" to something definite as soon as possible that one may know upon which lines discussion may be presented. Constant questions must be asked until a definite "yes" will provide the lead for the best angle upon which the discussion may be presented.

The second in our group is the Indecisive Customer, who is hard to pin down to any decision. Just when one thinks that this customer has been sold he or she changes the mind. Generally this indecision is due to lack of confidence either in their own opinions or in those of the salesperson.

Customary "sales pressure" is a delicate thing to use here for it often ruins

more sales than it secures. But this type is the one for which it is best suited. In this instance one must be assertive and positive and must not permit the customer to think over a point long enough to become indecisive about it. Facts and figures prove helpful in pinning this customer down to a decision long enough to make the sale. Testimonials from local friends and similar endorsements, are material aids. The chief point is, when evidence has been presented to the customer, to pin that customer down to a point and act quickly to aid them in making a favorable decision.

Thirdly, we have the Dissatisfied Customer; the individual who is never satisfied with anything . . . price, appearance, quality or anything occurring to them. Their constant complaints and threats to take their business elsewhere are generally based on some alleged dissatisfaction.

Naturally, if there is a real basis for dissatisfaction the error should be corrected. However, with this type of customer there is usually little if any such basis. If their business is to be retained, salespeople must be patient in listening to their complaints. They must be tolerated. To do otherwise will send their business to another store. It is almost impossible to convince this customer that he or she is wrong in their beliefs; it is not, however, so difficult to convince the customer that they are mistaken, or better still, if possible to do so, convince them that a mistake exists through no one's fault. If a minor point is raised and the customer's business is worthwhile, it is sometimes advisable to admit the small mistake, correct it and thus retain the business. Adjustments on prices are dangerous with this type and should not be made.

#### Chiselers

The Price Chiseler, is fourth; they

## High Speed Costly

Supporting an appeal to motorists for voluntary observance of President Roosevelt's proposal of a 40-mile speed limit for the duration of the war, the California State Automobile Association presented facts showing the waste of money and material caused by high speed driving.

Figures from the Office of Production Management at Washington, D. C., were cited by the Automobile Association.

As speed is increased to 45 miles per hour and on up to 65 miles, the expense rises out of all proportion to the saving in time.

The average saving in slower driving is shown by results of research and actual road tests, including gasoline and oil consumption, tire wear, and maintenance costs.

Driving at 25 miles per hour on a 1,000-mile trip the motorist will incur an average expense of \$14.38. At 35 miles per hour the cost becomes \$17.88; at 45 miles, \$22.03; at 55 miles, \$30.33, and at 65 miles, \$38.63.

Gasoline and oil mileage is greatly reduced as speed goes up. Tires, too, "take a beating" at high speeds, especially on curves.

At 25 miles per hour the average use of gasoline in 1,000 miles is 50 gallons; at 35 miles, 55 gallons; at 45 miles, 60 gallons; at 55 miles, 69 gallons; at 65 miles, 80 gallons.

Tires wear out twice as fast at 60 miles per hour as they do at 40 miles.

Maintenance costs of a car habitually driven at 65 miles per hour are nearly double those of a car driven at 45 miles; nearly three times the costs of a car driven at 25 miles.

### Suggestions

Through the courtesy of Mr. C. D. Howes, San Francisco photographer, we publish several suggestions which will be helpful to our readers.

Photographer's customers can phone in their order or increase their order

with positive assurance that the picture they want will be the one they get if the photographer numbers his proofs on the back with a corresponding number or letter on the proof.

Mr. Howes also suggests a rubber stamp to mark on the proofs and the proof envelope with the following statement "Examine these proofs by electric light ONLY."

A suggestion for a negative reducer. Take a smooth cloth over the finger tips and moisten with turpentine, rub in Bon Ami and with light circular motion reduce any heavy portion of the negative. If a finer detail work is desired, use a skewer with a cloth over the end.

### Graflex Negative Identifiers

Here is a new and much wanted product consisting of a strip of transparent colorless cellulose acetate to be inserted in Graflex and Graphic press 4x5 film holder equipment with metal septum. The purpose of this accessory is to furnish a single means to identify negatives.

### Retailers Selling on Installment Must Be Licensed by Government

Retail dealers who sell photographic goods on installment, hereafter, will be required to file a statement with the Federal Reserve System to meet the requirements of the recent amendment to the regulations on Consumer Credit.

This order has been effective since August, 1941, which now entails the installment sales of photographic goods.

Application forms may be obtained from local banks in case the store is located in another state from the Federal Reserve System Banks or branches. Filing must be done before June 1, 1942:

Cellulose sponges, freely used for removing surplus water from film negatives should be kept in water between times. They will remain clean and soft with no possible rough edge to scratch negative.



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

<i>Print Size</i>	<i>Outside Size</i>	<i>List Price per 100</i>
3x4	4¾ x 6¾	\$ 7.25
3x5	5¾ x 7¾	9.00
4x6	6½ x 9	10.75
5x7	7½ x 10½	12.25
8x10	10 x 13½	20.50
10x8	12½ x 11	21.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



<i>Size</i>	<i>Outside Size</i>	<i>Price per 100</i>
3 x 4	5 x 7	\$ 6.25
3 x 5	5½ x 8	7.25
4 x 6	7 x 10¾	10.00
5 x 7	8 x 11¾	11.00
7 x 5 Group	9½ x 8½	11.50
6½ x 8½	9¼ x 12½	13.75
8 x 10	10¾ x 14	16.00
10 x 8 Group	13 x 11¾	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

### HIRSCH & KAYE

Distributors

## ANOTHER PROBLEM SOLVED

At the annual Packaging Conference, Hotel Astor, New York City, in April, Alden H. Livingston, assistant advertising manager, represented the Defender Photo Supply Company.

Presenting his company's program as a case history in the use of substitute materials, Mr. Livingston cited the difficulties encountered in finding a wartime substitute for the aluminum foil ordinarily used to wrap photographic film and told of the material that was finally decided upon as suitable for this exacting usage.

The difficulties in finding such a material were well illustrated when he itemized the primary reasons for the selection of aluminum foil.

"The film," he said, "must be protected from light; it must be kept free from moisture; it cannot be exposed to excessive heat. This latter problem is most baffling in the search for a practical substitute because we have yet to find a material with the reflecting powers of foil. This reflecting characteristic is important insulation against the radiation of visible light and heat."

After lengthy tests in the company's research laboratory, he said, a material was found which proved satisfactory for their purposes and still met the restrictions imposed by war production orders.

The material chosen was a red wet wax paper—a red paper coated on both sides with wax, specially treated at the mill to meet film wrapping requirements. Surprisingly, the substitute material has some advantages over the original foil wrapping, Mr. Livingston revealed. It does not have a tendency to break at the corners, its bursting strength is considerably better and because of its lower weight it permits a substantial reduction in shipping and handling costs.

Viewing the future optimistically, he concluded with the statement that, though a satisfactory material has been found, research along these lines is continuing. "Everything tested," he said, "even though it is not available to us now, is placed on file so that the moment material becomes available to us again we will be ready to go. This will be a tremendous time saver because any tests that we make on a proposed material consume as much as several months time before we are able to come to a definite conclusion."



### KODALITH BACKING

Starting with emulsion number 6559-425, Kodalith Transparent Stripping Film will be supplied with a red antihalation backing, rather than with brown.

Thorough trials have been indicated that the red backing is equal in every respect to the brown. However, because of the red light in the darkroom, it is necessary for photographers to accustom themselves to use the notch in the upper right-hand corner to indicate that the emulsion face is toward the operator.

Listing of this film remains unchanged.



## CUSTOMERS

(Continued from Page 14)

always want a discount as a "personal favor." They will spend fifteen minutes to half an hour attempting to bring the price down a mere five cents.

Different salespeoples use different methods for handling them. Sometimes the salesperson explains that the store cannot cut the price because of regulations. Another points out that the basic price quoted keeps the store's margin of profit so low it cannot possibly make any further reductions.

Fifth, we have the Know It All, who acts the part. They know everything about photography. Somehow or other the Good Lord dished them out a generous portion of knowledge when they were created . . . or so they think. Actually they know little or nothing about photography, but make believe they do. Sometimes they know just a little but pretend to know it all.

Never try to tell the Know It All anything or attempt to contradict what they have to say. Experienced salespeople have found that the best method of dealing with this type of customer is tactfully to agree to their first few remarks, being sure that one always keeps on the right side of this individual. Some salespeople while agreeing with the Know It All carry the conversation with their own opinions, adding his or her own statements in such a manner that the customer thinks they are actually his statements or ideas. Flattery is another sure method of handling the Know It All. It is also wise to agree with them that they know everything and in so doing they readily sell themselves.

### Sensitive

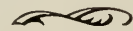
Next is the Nervous Type; this nervousness may be due to several causes, and each condition requires a little bit different treatment. The person who is tired and cross needs to be handled with patience while the fussy and nervous type needs consideration. A quiet man-

ner puts the excited person at his or her ease. Calmness is the only trait to use with unreasonable customers.

Number seven on our list is the Dependent Customers who are timid, need gentleness as do the sensitive type of people. The undecided customer needs to be helped to a decision. Old people need kindly and sympathetic treatment as do those who have physical handicaps which make it difficult for them to express themselves.

Then there are the disagreeable customers who are skeptical and need candid treatment, while those who are inquisitive must be told about the material they find of interest. Talkative people should be permitted to talk and handled with brief comments. A goodly exercise of self control is the only way to handle the insulting customer.

Trying customers, who are always critical, should be given a knowledge of the items they find of interest. The indifferent individual needs to be handled with tact, while a sincere convincing manner has been found best in handling bargain hunters.



## Radiant Lamps

We wonder if all our readers know that we are distributors for Radiant Lamps such as are standard equipment in most types of still and motion picture projectors. Radiant Lamps are in stock for practically any form of projector or equipment and are offered with a very liberal guarantee and a record of satisfactory performance.

Included in our stock is an assortment of Radiant Lamps, factory mounted on adapter rings, to make them suitable for use in Bell & Howell projectors. Specify Radiant Lamps on your next order.



## Information Wanted

We would like to know present address, or whereabouts, of Marion Hoskins, Ramon G. Vallejo, W. A. Pardeau.

POST THIS SHEET IN YOUR DARKROOM OR IN A PROMINENT PLACE

## Keep Returning the Empty Film Spools

With spring and summer and more picture-taking, the empty film spool drive assumes a still greater importance. The empty units we receive now will help your film business later on.

Two developments should be mentioned. Whereas we formerly supplied empty shipping cartons for the return of these materials, we are now suggesting that the trade use cardboard or fibre containers available to them. Nearly everyone is cooperating, and it will be

a help if you can find suitable containers in which to ship your returns.

The second point concerns acceptance of spools without names and with names other than our own. We are naturally primarily interested in empty units of our own make. We will accept satisfactory empty standard type film spools on which there is no name, but those with competing names stamped thereon are not reusable or desired.

### EMPTY MOVIE RETURN REELS Now Go Directly to Laboratories

As a convenience to our dealers in returning 8- and 16-mm. light return reels, these reels may now be sent to the nearest processing laboratory rather than directly to Rochester. This will mean faster service for you and a contribution to national defense by cutting down transportation.

The processing laboratories will receive, inspect, and then notify Rochester of the number of usable reels. Your credit memorandum will come directly from Rochester and not from the processing laboratory.

#### SHIPPING ADDRESSES

350 Hudson Street . . . . New York City

1712 Prairie Avenue . . . . . Chicago, Ill.

315 West Eighth Street . . Jacksonville, Fla.

422 East Tenth Street . . . Kansas City, Mo.

1017 N. Las Palmas Avenue . . . . Los Angeles (Hollywood Sta.), Calif.

Kodak Park, Bldg. 64 . . . . Rochester, N. Y.

241 Battery Street . . San Francisco, Calif.

1350 Okie Street, N. E. . Washington, D. C.

Our minimum shipment is still 25 pounds, and many dealers, to help each other, are combining their shipments.

With movie reels as with empty film spools and the like, we are not in a position to accept returns from individuals. Supplies should be turned over to a retailer, photofinisher, or a camera club to reach the 25-pound minimum.

#### ALLOWANCES MADE ON THE BASIS OF:

Kodak Roll Film Spools.....	½c	8-mm. Camera Spool .....	5c	Container	½c
Kodak Film Pack Cases.....	2½c	16-mm. 50- ft. Camera Spool....	5c	Container	½c
Retorts with Spools for No. 135		16-mm. 100-ft. Camera Spool..	7c	Container	1c
Kodak Film .....	2c	16-mm. 200-ft. Camera Spool..	10c	Container	1½c
Aluminum Containers for No.		Light Metal Return Reels—all types and sizes—	1c each		
135 Kodak Film Retorts .....	1c				

#### METHOD OF RETURN

Minimum shipping weight must be 25 lbs.

Shipments weighing 25-40 lbs. should be sent parcel post.

Shipments weighing over 40 lbs. should be sent by freight, collect. (Don't forget the

freight company will pick up at your door at no extra expense).

We pay transportation; you will be credited with parcel-post charges.

The outside of each package should show statement of contents.

With the exception of light metal return reels explained above, all shipments of Eastman reels, etc., should be made to

**EASTMAN KODAK COMPANY • Kodak Park, Bldg. 64 • Rochester, N. Y.**



## Priorities

Before this war is won, photographers and dealers will know a whole lot more about priorities than they now know. And so will we. As understandable and dependable information becomes available, we will try to share it with our readers.

There will be many differences to reconcile before priorities for photographers work smoothly. For instance, there now is information which tells us that a photographer may make use of P-100 A-10 priority to obtain chemicals to develop films, but not applicable to the purchase of the same chemicals required to develop prints from the negatives. We cite this instance as one of many that are not yet clear, and would suggest you await more information before you make use of priority for your orders for chemicals.

Another report from General Electric Company is more specific and understandable. We are told "*commercial photographic, blueprinting and photo finishing concerns, excluding their retail store requirements,*" may make use of A-10 P-100 priority, when they order lamps. Read this again to be sure you understand it. We offer the opinion that portrait studios definitely are included as commercial photographers.

To obtain lamps, prepare your order in duplicate. Send us the original, you keep the duplicate for at least four years, and see that both original and duplicate show the following:

Material for Maintenance, Repair or Operating Supplies—Rating A-10 under Preference Rating Order P-100 with the terms of which I am familiar.

-----  
Name of Producer or Supplier

-----  
Signature of Designated Official

We will then extend the priority for you. This same method is to be used when you order *replacement* parts for equipment and machinery necessary to keep your plant in operation. It does not apply to the purchase of new units.

## Shipping by Stage

We receive these shipping instructions quite frequently and are always glad to comply with any reasonable request while emergency conditions prevail. Shipments sent by carriers are picked up by their trucks on fairly dependable schedules. Packages shipped by stage require a messenger to carry the package to the stage office.

It will be obvious that stage deliveries require preferred handling and time. In view of the shortage of man power which in our firm as in others, is becoming a real problem, it seems only fair that we should charge when preferred or special service is rendered. Quite often it is necessary to take a man from the stock room, or a packer, to make the special trip to the stage office and while he is on this errand, he produces no other service.

Again, we remind you that we are glad to comply with any reasonable request but any service that is extended beyond that extended to an average order, a charge based on our cost will in the future be made for stage deliveries.



## Kodak Lens Manual

Rangefinder theory and practice are discussed in this new manual, and still another section is devoted to between-the lens and focal plane shutters, shutter efficiency, and flashbulb snapshots. No less than thirty-six various depth of field and field size tables are included. Some of them, for example those dealing with Cine-Kodak Eight- and Sixteen m/m lenses, have never before been shown in any other generally available publication. A small part of the book is devoted to new advances in the field of lens manufacture and how a lens is made.

The Kodak Lens Manual will make a favorable and authoritative addition to every photographer's working library. It is priced at 35 cents per copy.

## Flashlights

A sensible precaution is the use of flashlights, and you are reminded that we carry the well known line of Burgess Flashlights. We still are able to deliver three of the several popular models and because of wartime conditions, we suggest not merely one flashlight for a family but one for every person. Have one in your place of business as well as one or more in your home.

A very popular model is the K2 Firefly model. This is a flat pocket model flashlight only half the size of a package of cigarettes but producing a surprising amount of light, complete with two pencil type batteries. The price is 59 cents.

A larger model for studio and home use is found in Model P79 a torpedo shaped flashlight of stainless steel, equipped with shatter proof plastic lens, complete with two batteries and priced at 65 cents.

Another popular dependable model is found in P89 which is complete with two batteries. The price is 95 cents.

Since the manufacturer of most flashlights has been prohibited the supplies available today represent your last chance to equip yourself with something most essential to your safety. We urge you to make your selection and place your orders today. Prices for resale on request.

## Old Negatives for Sale?

Some of our readers may have a quantity of film negatives of which they would like to dispose. Information has reached us that this film may be purchased by Miller & Zehring Chemical Company, 1301 Northwest Twelfth Avenue, Portland, Oregon.

Before you prepare your film for shipment it is suggested you estimate the weight of the shipment you would want to send to Miller & Zehring and tell them the size of shipment and ask them for their shipping instructions.

## Testor's Cement

Testor's White Rubber Paper Cement has the advantage over other paper adhesives that it dries almost instantly, also that it does not wrinkle even the thinnest tissues. Any surplus cement which may accumulate around the edges of the mounted sheet of paper can be easily and completely removed by rubbing with a clean cloth or finger tips.

*Directions:* Papers may be mounted with Testor's White Rubber Paper Cement either wet or dry. For quick joining, when it is not necessary to shift the papers once they have been placed in position, apply cement to both surfaces. Let dry separately, then join with firm pressure. A second method is to apply cement to both surfaces and join immediately while the cement is still wet. This method allows shifting of the papers into proper positions, but requires a somewhat longer time to dry.

1 Ounce Tube .....	\$ .05
3 Ounce Tube .....	.10
2 Ounce Jar and Brush.....	.10
8 Ounce Jar and Brush.....	.25
16 Ounce Can .....	.40
32 Ounce Can .....	.70
Gallon Can .....	2.50

## Furniture Polish

Our readers will be interested to have this information with reference to a ready-made furniture polish the exact contents of which have been kept a secret. The ingredients are so readily obtainable and so easily mixed that there is no need of having dusty, scratched, and worn out looking furniture in your reception room and equipment in the camera room.

To three parts of Kerosene, add two equal parts of white vinegar. Add a little turpentine and then shake the contents of the bottle vigorously. Apply with a cloth previously wet and rung semi-dry. Then wipe with a damp cloth and rub to a polish with a dry cloth. It is worth a trial.



## PHOTOGRAPHIC SUPPLIES CLASSIFIED AS HEALTH SUPPLIES BY WAR PRODUCTION ORDER P-29

Under this order, the following items, among others, are considered as Health Supplies:

1. Hospital laboratory equipment.
2. Diagnostic instruments.
3. X-ray equipment and supplies.

If a producer of any of the products on the Health Supplies list is unable to obtain the materials necessary for the manufacture of such products, he may make use of this plan and is eligible to receive an A-10 rating on such necessary materials. It is, therefore, essential that any of our customers who use photographic supplies for any of these specific purposes, so certify to us on the purchase order forwarded for such item as follows:

I hereby certify that the above materials are to be used as Health Supplies as defined in Order P-29.

Signed .....

At the present time, such a designation on the Purchase Order will be adequate for us to apply for priority assistance under the Health Supplies ruling. It will not be necessary for you to file any application with the War Production Board to obtain such a rating on orders placed with us.



### HYPO IS A SISSY!

We'll say it is, when you figure that Edwal QUICK-FIX will fix and harden three times as many negatives as an equal amount of hypo—and in about *one-fifth* the time!

QUICK-FIX will clear a negative in *one* minute . . . fix and harden it (and I *do* mean harden) in *three*. In addition, it won't deteriorate and can be used at temperatures up to 90 degrees without fear of damaging the film. Quick-Fix's long life makes it the most economical of all fixing baths. Not only in the long run, but in the short run . . . right now. The one-quart size lists at \$1.25, the three-quart size at \$2.95 and the five-quart at \$4.75. Remember—a quart makes a whole gallon of fixer—and does the work of *three* gallons of hypo!



#### Kodalith Developer Improved

The price of Kodalith Developer Improved, announced April 13, 1942, will henceforth be as follows:

Kodalith Developer Improved—  
Bottles sufficient to prepare

1 gallon .....	\$ .70
5 gallons .....	2.75

#### Studio for Sale

Old established Studio in County seat, near the new Air Base. Located on the ground floor. Well equipped for Photo Finishing, Portraits, and Commercial Work. Have several agents in town. For sale only because owner is drafted.

Phone 285 Merced  
706 L Street Merced, Calif.

## FLASHING KODACOLOR

So many inquiries have been received on the use of Kodacolor with artificial lighting that a series of exposure tests were made to provide the information. Based on the results of these tests and the data made available by the film manufacturer, the following exposure data is released as general information.

Best results are secured when Kodacolor is used under ideal lighting conditions of bright sunshine. Since ideal lighting is not always available, especially for indoor use, Daylight Blue Superflash can be employed to reproduce for indoor or outdoor use the outdoor sunshine lighting conditions that are ideal for Kodacolor. The Daylight Blue Superflash only should be used, as these blue bulbs have the higher 6,000° Kelvin temperature that closely approximates the Kelvin temperature of bright summer sunlight.

The following exposure tables are computed for indoor use with Daylight Blue Superflash only—one bulb—at 1/25th of a second, in a medium-sized room with average light-colored walls. For dark walls use one full lens stop larger. Distances are figured from lamp to subject.

### ONE BULB—DAYLIGHT BLUE SUPERFLASH

<i>Bulb Size</i>	<i>6 ft.</i>	<i>9 ft.</i>	<i>12 ft.</i>	<i>16 ft.</i>
No. 0B .....	f/11	f/8	f/5.6	—
No. 40B .....	f/16	f/11	f/8	f/5.6
No. 2B .....	f/22	f/16	f/11	f/8
No. 3B* .....	—	f/22	f/16	f/11

\* When using one bulb mounted at the camera, it is not recommended that the No. 3B be used at distances closer than 9 feet.

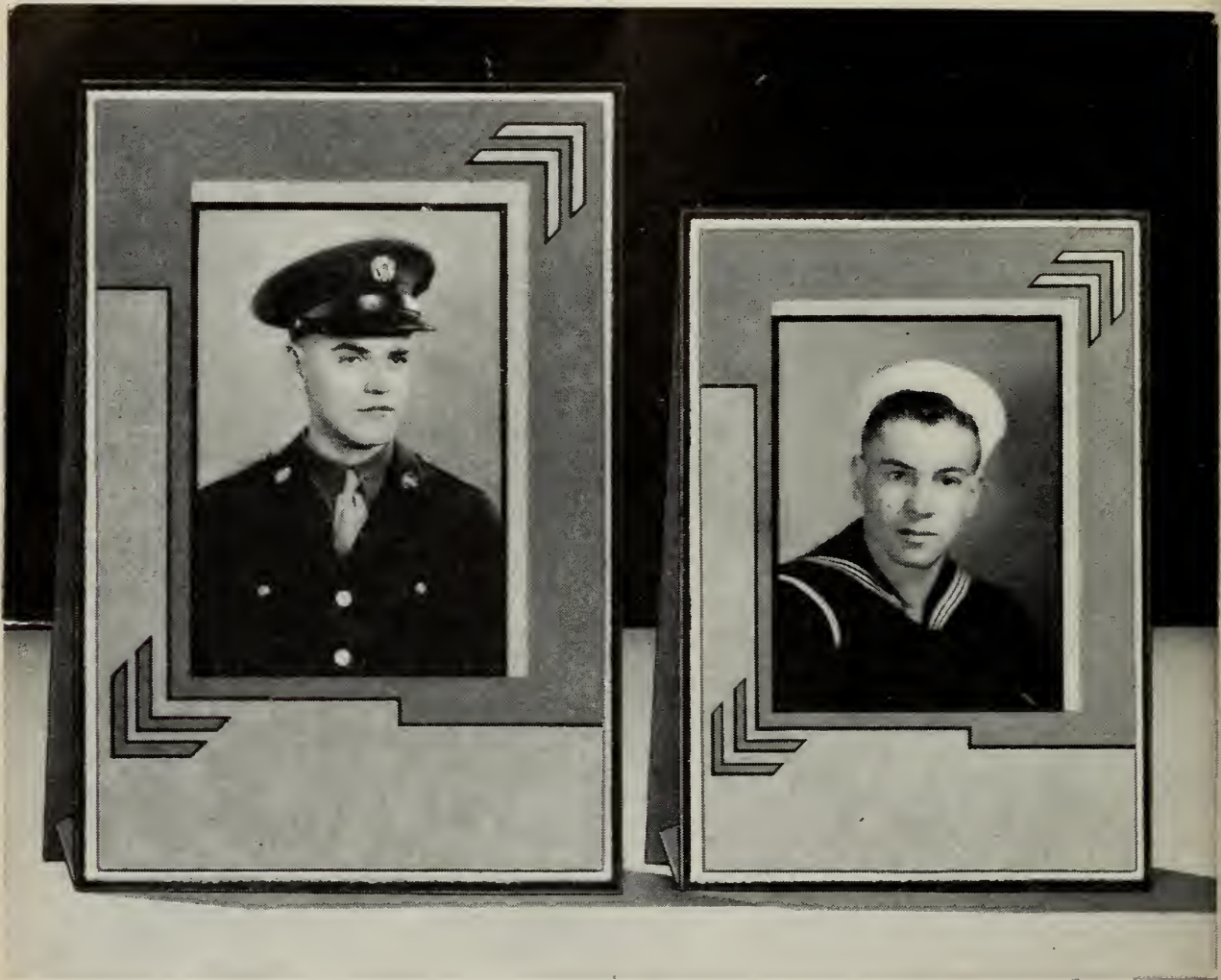
The exposure tables below are computed for indoor use with two Daylight Blue Superflash bulbs, both the same distance from the subject, but one mounted at the camera, and the other mounted on a side extension at a 45 degree angle to the camera. Shutter speed 1/25th of a second. Tests made in a medium-sized room with average light-colored walls. For dark walls, use one full lens stop larger. Distances are figured from lamp to subject.

### TWO BULBS—DAYLIGHT BLUE SUPERFLASH

<i>Bulb Size</i>	<i>6 ft.</i>	<i>9 ft.</i>	<i>12 ft.</i>	<i>16 ft.</i>	<i>20 ft.</i>
Two No. 0B .....	f/14	f/9.5	f/6.3	f/5	—
Two No. 40B .....	f/19	f/14	f/9.5	f/6.3	f/5
Two No. 2B .....	—	f/19	f/14	f/9.5	f/6.3
Two No. 3B .....	—	—	f/19	f/14	f/9.5

Where additional lighting is desired especially for general background illumination, Daylight Blue Superfloods will add materially in securing good results when only one flash bulb is used. Ordinary incandescent lamps and regular photographic flood bulbs are not recommended for use since their Kelvin temperature is too low and results in imperfect color reproduction. The Daylight Blue Superflood only should be used, as this has the higher Kelvin temperature required for use with color films such as Kodacolor. It is recommended that Kodacolor users secure a copy of the regular Wabash Exposure Bulletin for additional information on proper exposure of all types of black and white and color film with flash and flood.





## THE CHEVRON

The design is symbolic of the Service and in keeping with photographs of men in uniform.

An excellent style to use for window displays to suggest portraits for the men in camp.

Furnished in sizes 3x4 to 5x7—your stockhouse can supply you promptly.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## Jerry's



## Corner

By Himself

Remember my story last month about the murder mystery? I forgot to tell you the murderer didn't get cold feet because he was well equipped with WOLLEN-SAKS. Besides he was a VERITOL man and always had a VELOSTIG-MAT near his bath to prevent any high VOLTAS.

I've discovered a way to save the tires of fire trucks.

Put unbreakable glass in fire alarm boxes.

Buy War Stamps and lick the other side.

Since the magazines tell us your tires are worn down by rolling over the highways, why not dig up the highways and melt them for the rubber. Then all cars would be retired.

Here is an idea for a sign for your butcher shop.

"Tender stakes for eating, 45 cents a pound. Steaks for retreading, \$2.00 a pound."

I see the new bomber plant at Willow Run is turning out bombers—one an hour.

Now the Japs will know what it's like to be hit by a Ford.

I see by the papers General Doolittle led the raid on Tokio.

Next time we'll send General Dumore.

With all this rationing, who's going to feed sugar to the policeman's horse?

Know why congressmen get X cards? They find they couldn't be congressmen on 3 gallons of gas a week.

Where can a man buy a cap for his knee, Or a key to the lock of his hair?

Can his eyes be called an academy Because there are pupils there?

In the crown of his head what gems can be found?

Who travels the bridge of his nose?

Can he use, when shingling the roof of his house,

The nails on the end of his toes?

Can the crook of his elbow be sent to jail?

If so, what did he do?

How does he sharpen his shoulder blades?

I'll be hanged if I know, do you?

Can he sit in the shade of the palm of his hand,

Or beat on the drum of his ear?

Does the calf of his leg eat the corn on his toes?

If so, why not grow corn on the ear?

This business of thinking up jokes

Has got me a little bit daunted.

The ones you want, we can't print,

And the ones we print aren't wanted.

*Or are they?*

JERRY.



## FOR SALE

Well established studio in foothills, 50 miles from Sacramento. Government service compells me to sell. Investigation invited.

Box 2464-A

THE FOCUS

## Photographers

Write for 1941 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## Direct Autopositive Printing Paper Announced by Kodak

A direct method for making black-and-white enlargements or contact prints from Kodachromes, lantern slides, and other forms of transparencies, has just been introduced with the announcement of Kodak Autopositive Paper. A direct reversal paper, Kodak Autopositive Paper does not produce a negative result when exposed, but gives a brilliant, full-tone, black-and-white positive print.

Kodak Autopositive Paper is orthochromatic and must be handled under a Series I Safelight, but this new paper is characterized by ample speed, a rich black tone, and a simple method of processing. In fact the processing of Kodak Autopositive Paper is similar to that for making ordinary black-and-white prints. Borders obtained on prints or enlargements, however, will be black unless they are flashed before the prints are processed.

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



2 SIZES  
12, 19  
gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT

The best by test.

Not only will Kodak Autopositive Paper enable amateur photographers to easily make excellent black-and-white prints or enlargements of their full-color transparencies, but with the paper it will now be possible to make good record prints from Kodachrome transparencies which, due to poor lighting or faulty exposure, may be imperfect in color balance or density.

Two-dozen-sheet packages of 3¼x 4½-inch paper retail at 42 cents, and one-dozen-sheet packages of 5x7-inch paper also retail at 42 cents.

## Last Call

There are some photographers who use flash powder under certain conditions and to these we send a warning that the manufacture of flash powder has been discontinued. The only stock available is that which we have on our shelves today and we hope that any reader of this notice who has the slightest use for flash powder will take advantage of this last opportunity.

## RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

San Francisco, California,  
May 12, 1942.

### Resolution No. EM-T-10

#### ELIMINATION OF DUPLICATE AND EXCESS SERVICES BY MOTOR VEHICLE FREIGHT CARRIERS IN ORDER TO CON- SERVE TRANSPORTATION FACILITIES AND EQUIPMENT

BE IT RESOLVED, That the following rules be approved by this Commission, and that all carriers be permitted and directed to comply therewith provided the said Office of Defense Transportation does not hereafter adopt other rules or plan contrary thereto:

##### 1. NUMBER OF DELIVERIES

Only one delivery shall be made to one consignee on any one day by any one carrier.

##### 2. REQUEST FOR PICKUP SERVICE

Calls for pickup service received after 3 p. m., Monday through Friday, shall be serviced the following day. Calls for pickup service received after 11:30 a. m. Saturday shall be serviced the following Monday.

##### 3. HOURS AT FREIGHT TERMINALS

The terminals of all carriers under the jurisdiction of this Commission shall be closed for the receipt of freight between the hours of 4:45 p. m. and 7 a. m. the following day, Monday through Friday, and between the hours of 1:30 p. m. Saturday and 7 a. m. Monday; provided, however, that express corporations forwarding shipments via passenger trains of line-haul rail carriers shall not be subject to this rule.

---

### ANOTHER RULING

An important change has been made in less than carload storage rules reducing the free time period for removal of shipments from railroad premises or for reshipping of inbound less than carload freight.

Effective May 10, 1942, Rule 3, Supplement 11 to A. A. R. Tariff 4-V reduces the free time period on interstate shipments from five to two days, except that the present exception providing additional time where freight is consigned to parties located at interior or non-railroad points ten miles or more from the railroad station is continued.

---

### IMPORTANT TO CARE FOR EQUIPMENT

It is of vital importance that you use every possible care in keeping your equipment in good working condition. Many of the machines you use cannot be replaced for the duration. By giving them proper attention and care, however, you may keep your plant running smoothly—your mechanical equipment in working order. This is a job which you should not overlook.



## Bargain Lenses for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering.

Description and illustration of any article gladly sent on request.



1 4x5 Super D Omega Enlarger in new condition.

Bargain Price .....\$110.00

1 2¼x3¼ Sunray Filmaster Enlarger with geared post.

Bargain Price .....\$37.50

1 15" Milton Bradley Trimmer in good condition, new style.

Bargain Price .....\$8.75

1 12" EK All-Metal Trimmer in good condition.

Bargain Price .....\$12.00

1 10" EK All-Metal Trimmer in good condition.

Bargain Price .....\$7.50

1 Eastman Foot Switch for 5x7 Autofocus enlarger.

Bargain Price .....\$7.00

1 Century Folding Retouching Stand. Like new.

Bargain Price .....\$4.50

1 35 m/m Leitz Focomat Enlarger Autofocus, no lens.

Bargain Price .....\$79.50

1 8x10 EK View Camera with 8x10 back and Universal lens holder B, double extension.

Bargain Price .....\$35.00

1 8x10 Empire Stole View Camera with 8x10 back.

Bargain Price .....\$8.50

1 8x10 Elkay Hard Rubber Tank with lid; new with 1 1" crack at top.

Bargain Price .....\$4.75

1 Johnson Compact Ventlite with extra sturdy Sunray stand.

Bargain Price .....\$19.50

1 8x10 Porcelain Tray.

Bargain Price .....\$1.75

1 10x12 Porcelain Tray.

Bargain Price .....\$2.75

1 EK Reflection and Transmission Densitometer in new condition.

Bargain Price .....\$175.00

1 pr. EK Studio Scales. Like new.

Bargain Price .....\$3.50

1 Zeiss Mirax Enlarger.

Bargain Price .....\$10.75

1 Curtis Color Printer.

Bargain Price .....\$9.50

1 pr. 12" Condensers mounted in circular mount.

Bargain Price .....\$25.00

1 5x7 Elwood Studio Enlarger with wood slide.

Bargain Price .....\$25.00

1 4x5 Super D Omega Enlarger in new condition.

Bargain Price .....\$110.00

9" Acme Reflectors with clamp and cord. Original model, new stock.

Bargain Price .....\$1.85

Film Notchers for 35 m/m film. Every store owner should have at least one.

Bargain Price.....20 cents

Ajax 12" Paper Cutter, new.

Bargain Price .....\$3.75

Air Brush, consisting of studio size rubber bulb to which is attached a small brush. You blow or dust.

Bargain Price.....65 cents

# BARGAINS

1 Sunray Diaphragm Spotlight and stand. Lamp new condition and complete.

Bargain Price .....\$22.50

1 Johnson Studio Ventlite and caster stand with diffuser curtain and 15-hour Wonderlite filter floodlamp. Condition like new.

Bargain Price .....\$44.50

1 5x7 Eastman Autofocus Enlarger with easel and footswitch and large lamp house.

Bargain Price .....\$135.00

1 5x7 Pako Jr. Printer, completely overhauled.

Bargain Price .....\$42.50

1 10x12 Press in very good condition.

Bargain Price .....\$3.50

2 8x10 Elwood Enlargers in good condition.

Bargain Price .....\$72.50

3 Johnson Ceiling Ventlites.

Bargain Price.....\$2.50 each

1 8x10 Printed in good condition.

Bargain Price .....\$17.50

2 2-gallon Stoneware Crocks.

Bargain Price.....\$1.50 each

3 3-gallon Stoneware Crocks.

Bargain Price.....\$2.00 each

2 4-gallon Stoneware Crocks.

Bargain Price.....\$2.50 each

2 5-gallon Stoneware Crocks.

Bargain Price.....\$3.00 each

1 10x12x5 Sterling Enamel Deep Tank.

Bargain Price .....\$2.50

1 16x20x25 Stoneware Tray.

Bargain Price .....\$9.00

1 16x20x3 Hard Rubber Tray in fine condition.

Bargain Price .....\$1.75

1 Beattie FS Fluorescent Unit with caster stand and tubes. Like new.

Bargain Price .....\$45.00

1 No. 17 Sunray Spotlight with reducing condenser; no stand but in very good condition.

Bargain Price .....\$16.00

1 No. 16 Sunray Spotlight with stand in good condition.

Bargain Price .....\$16.50

2 5x7 View Camera, new, with triple extension and all the swings.

Bargain Price.....\$39.50 each

1 20x24 Print Frame, heavy duty with glass.

Bargain Price .....\$8.00

3 16x20 Print Frames, heavy duty with glass.

Bargain Price.....\$6.75 each

1 14x17 Heavy Duty Print Frames with glass.

Bargain Price .....\$4.95

3 11x14 Heavy Duty Print Frames with glass.

Bargain Price.....\$2.75 each

3 10x12 Heavy Duty Print Frames with glass.

Bargain Price.....\$2.00 each

6 8x10 Heavy Duty Print Frames with glass.

Bargain Price.....\$1.50 each

8 6½x8½ Heavy Duty Print Frames with glass.

Bargain Price.....80 cents each

12 5x7 Heavy Duty Print Frames with glass.

Bargain Price.....60 cents each

1 pr. 12" Condensers in compact square. Folding mount.

Bargain Price .....\$32.50

1 pr. 12" Condensers in large wood permanent mounting.

Bargain Price .....\$25.00



# BARGAINS

3 Mole-Richardson Flood Lamps on caster stand with spring glass diffusers; uses 1,500-watt lamps.

Bargain Price .....\$18.50

1 Beattie Minipan Light with center balanced stand on casters and 1 1,500-watt blue globe Mogul Mazda. A-1 condition.

Bargain Price .....\$75.00

1 Halldorson Senior Stand Unit with 4 1,500-watt lamps and diffuser. Good condition.

Bargain Price .....\$65.00

1 Beattie ARM Model Fluorescent Light with stand and tubes. Like new.

Bargain Price .....\$80.00

1 Johnson Studio Ventlite on caster stand with lamp and diffuser. Very good condition.

Bargain Price .....\$42.50

1 Douglas 4-24 Fluorescent Tube Outfit on caster stand with tubes and 1 R2 floodlite in good condition.

Bargain Price .....\$49.50

1 Beattie Portopan Light with stand. Uses 4 No. 2 superfloods or 500-watt T20 lamps. Folding stand and diffuser. Especially designed for home portrait work.

Bargain Price .....\$33.50

1 Victor No. 47 Studio Light on caster stand with No. 4 photoflood bulb. Like new.

Bargain Price .....\$19.50

1 Victor No. 41 Reflector on folding stand with 1,000-watt photoblu Mazda lamp. Good condition.

Bargain Price .....\$17.50

1 Beattie Arc Spot and stand. Fine condition.

Bargain Price .....\$39.50

1 Victor Twin Reflectors and stands with adjustable crossbar. Like new.

Bargain Price .....\$5.75

1 11-inch Fotolite Reflector Mogul and stand and cord. Very good condition.

Bargain Price .....\$9.50

1 Halldorson Head Screen, 10"x10", and stand. Fine condition.

Bargain Price .....\$6.50

1 8x10 Commercial Elwood Enlarger with reducing kits for smaller negatives. No lens and in fine condition.

Bargain Price .....\$80.00

1 11x14 Crown Printer in very good condition.

Bargain Price .....\$59.50

1 Stube Portable Fluorescent Light. No stand but with tubes.

Bargain Price .....\$45.00

1 Double Reflector on swing stand with 2 reflectors, black on one side, white on other.

Bargain Price .....\$12.50

2 42"x8"x9" Stoneware Tanks with top and bottom outlets.

Bargain Price.....\$14.00 each

3 42"x8 $\frac{1}{2}$ "x10 $\frac{1}{2}$ " Stoneware Tanks with top and bottom outlets.

Bargain Price.....\$14.50 each

1 Pako Liberty Model Matte Dryer with new apron. Electric, in very good condition.

Bargain Price .....\$105.00

1 Table Model Brunner Glossy Dryer in good condition.

Bargain Price .....\$98.50



## All Set for Your Studio

THREE new Kodak Timers offer exceptional accuracy and convenience to studio timing operations. Using 60 cycle, 105-120-volt alternating current, they are as reliable as the finest electric clocks. Once started, the Kodak Electric Timer runs continuously. Press a button and its hands jump back to zero and start ticking off the time, up to 60 minutes. The Kodak Electric Interval Timer operates for intervals from  $\frac{1}{2}$ -to 30 minutes, sounding a buzzer signal when the interval has elapsed. The Kodak Electric Control Timer operates with printers or enlargers using lamps of 1000 watts or less. When connected with printer or enlarger and set for exposures from 1 to 100 seconds, pressure of a button turns on the light and starts timer. The light is automatically turned off at the end of the time interval.

Kodak Electric Timer . . . . .	\$10.00
Kodak Electric Interval Timer . . . . .	12.50
Kodak Electric Control Timer . . . . .	15.50

*Prices subject to change without notice.*

EASTMAN KODAK COMPANY, Rochester, N. Y.



For enlargements of exceptional quality, use

# KODABROMIDE

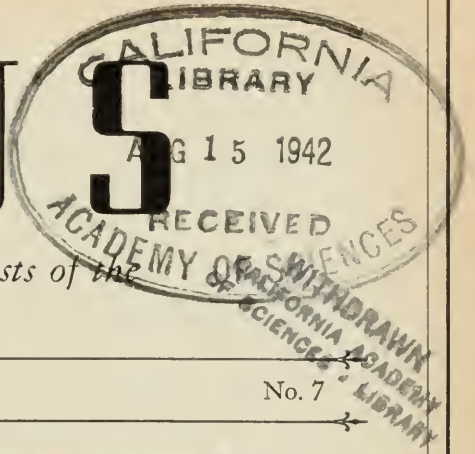
Kodabromide is a fast enlarging paper which gives you the rich blacks and sparkling halftones you want—and the image tone is uniform throughout all four degrees of contrast. Thirteen grades to choose from.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.





THE  
**FOCUS**



*Published Bi-Monthly in the Interests of the  
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No. 7



"CHAMPION KURTSON OF RHINEGOLD"  
*by Arthur S. Mawhinney, F.R.P.S., A.P.S.A.*

*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO



# *Defender Tested Chemicals*

## FOR "ON THE LINE" UNIFORMITY

Prepared under strictly controlled laboratory standards, uniform in contents, both in quality and weight, Defender Tested Chemicals assure uniform and positive results when used as directed with the type of material for which their formulas have been designed.

With Defender Contact and Projection Papers, Defender Cut Film *or with any similar papers or films*, it pays to use Defender Tested Chemicals. Look for them in the hermetically sealed, key-opening, blue and yellow tins.

Defender 55-D recommended for Velour Black and similar enlarging papers. 54-D for Defender Apex and like contact papers, 53-D, an All-Purpose developer for photographic papers, films and plates. Also supplied are 6-D, a fine grain, high speed developer for use with all films. 4a-D, a more rapidly working fine grain developer for use with all films.

**DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.**



# THE FOCUS

Prepared and Published  
Bi-Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Complete Photo Supply House in the West

VOL. XVIII

JULY-AUGUST, 1942

No. 7

## INTRODUCING—

EDITH HAYDEN JONES

Miss Jones is a native of Missouri, Kansas City, to be exact. Her father served in the Confederate Army as a captain. Her mother, of English descent, was likewise a



native of Missouri.

Her earlier days were happily spent on a farm. When fifteen, she entered the University of Oklahoma, leaving the college while a sophomore. Readers will recall a popular fad of that time, leather pillow covers, with Indian scenes painted on them. She obtained employment as a painter of these scenes, since her urge for art would naturally interest her in these productions.

Meanwhile, she had several friends in Oklahoma City who owned a photo studio, another outlet for her artistic trend. By questions and answers, experiment and trial, she learned the rudiments of the profession and soon showed skill as a retoucher. Soon she discarded pillow top art for retouching for several studios.

By this time her parents moved to Yuma, Arizona. She moved with them, but after a six months' stay decided to go further west, and went to live with a cousin in Portland, Oregon. There being no retouching to be done, she purchased a stamp picture studio, and, to use her words, "the fun began." Perhaps she had in mind the time when she and a partner had a studio house boat on the Columbia River, and the incidental

camping experiences along the river, as the "studio" moved from town to town.

Interested in photography, her real hobby is raising unusual plants and flowers. She and Skipper, the pup, constitute the family. Her studio today is located in Medford, Oregon.



## IDEALS . . .

You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you. You cannot escape the result of your thoughts, but you can endure and learn, can accept and be glad. You will realize the vision (not the idle wish) of your heart, be it base or beautiful, or a mixture of both, for you will always gravitate towards that which you, secretly, most love. Into your hands will be placed the exact result of your thoughts; you will receive that which you earn; no more, no less. Whatever your present environment may be, you will fall, remain, or rise with your thoughts, your vision, your ideal. You will become as small as your controlling desire; as great as your dominant aspiration.



However dull a woman may be, she will understand all there is in love; however intelligent a man may be, he will never know but half of it.—*Madame Fee.*



A politician thinks of the next election; a statesman, of the next generation.—*James Freeman Clarke.*





## *Look for Quality*

In judging the value of a diamond, an expert does not go by weight and size alone. His appraisal is based on color, cut, brilliance and flawless quality.

The same is true in choosing the photo mounts in which your artistry will be seen and appraised. Look for quality in your mountings, for styling which is in keeping with the times, and look for that "touch" of innate refinement which modestly, but surely, distinguishes the fine from the common.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

*HIRSCH & KAYE—Distributors Gross Mountings*

## It's Picture-Taking Time and Common Sense Rules of Wartime Need Hamper No One's Fun

Spring and summer days, spring and summer pleasures, pastimes, hobbies, and interests call for still picture and home movie making. Perhaps this year more than ever before, Kodak, Cine-Kodak, and Brownie owners will find keen satisfaction—and needed relaxation—in picture taking.

### From the Director of Censorship

Many Kodak dealers may have need to reassure their customers about Government rules regarding the use of cameras. Recently, Mr. Byron Price, Director of Censorship, summed up the official attitude by saying, "The Government has no intention of discouraging picture taking, but there are many good photographic subjects besides fortifications, airports, troop transports, and equipment of the armed forces."

Common sense, then, is the basic rule for Kodak, Cine-Kodak and Brownie owners to follow to safeguard the vital interests of this country. It can work no hardship, hamper no one's fun, to abide by the reasonable restrictions.

### Wartime Tourists

Camera enthusiasts journeying to places outside U. S. borders will be affected by a few regulations of the Office of Censorship—currently as follows:

1. Unexposed films for still or home movie cameras cannot be taken out of this country, except to Canada. However, films may be purchased in other countries for, with a special license, manufacturers can continue to make film shipments to foreign dealers.

2. Exposed but undeveloped films—still or home movie—cannot be removed from the U. S., except to Canada.

3. Travelers returning to the U. S. from any country, including Canada, with exposed but undeveloped still or home movie films will turn them over to U. S. Customs Officers for development at designated depots. One print will be made from each still picture negative. After examination, if O. K., the prints and/or films will be returned to the owners (subject to finishing charges on still pictures).

4. Unexposed films—still or home movie—purchased by the amateur outside the U. S., except in Canada, cannot be imported into this country.

Whenever the occasion arises, go over these regulations with customers, explaining that the only purpose and intent is to keep information from our enemies. And when customers are planning extended trips to Mexico, Central or South America, suggest that a letter of inquiry to Kodak will bring the latest detailed information on the rules in effect.



### Kodak Reflex Copy Paper

Kodak Reflex Copy Paper is a new single weight, white, semi-matte paper. It is designed especially for making copies of line drawings, documents, printed pages, and so on.

Exposure is made through the back of the sensitive paper while the emulsion side is held in close contact with the copy. The resulting paper negative is reversed, left to right. A positive print is made by exposing through the negative in the usual way (emulsion to emulsion) onto any contact paper or another sheet of Kodak Reflex Copy Paper.

This paper has been sold previously under the name of Kind 961. It will be sold in the same sizes and at the same prices as Kodak Ad-Type Paper. Rolls will also be furnished at the same prices as Ad-Type Paper.



# PHOTOGRAPHY *in* INDUSTRY

## *An Increasing Demand*

An automobile axle may appear perfectly sound until an X-Ray negative shows a flaw within. A tool steel may seem correct for a given purpose until a photo-micrograph shows its crystalline structure to be faulty. Even the flight of a bullet and the activities of germ-life are traced by moving pictures.

Truly, the camera has gone scientific. In step with this, chemicals have been constantly improved in quality to insure precise work. Mallinckrodt photographic chemicals are performing an essential service in industry today, just as they have in the darkroom of photographers everywhere for three quarters of a century.


### *Mallinckrodt Chemical Works*

MALLINCKRODT STREET, ST. LOUIS, MO.




74 GOLD STREET, NEW YORK, N. Y.

Chicago Philadelphia Los Angeles Montreal





# THE FLAG

## *and What It Stands For*

WHAT is the love of country for which our flag stands? Maybe it begins with love of the land itself. It is the fog rolling in with the tide at Eastport, or through the Golden Gate and among the towers of San Francisco. It is the sun coming up behind the White Mountains, throwing a shining glory on Lake Champlain. It is the storied Mississippi rolling swift and muddy past St. Louis, rolling past Cairo, pouring down past the levees of New Orleans. It is lazy noontide in the pines of Carolina, it is a sea of wheat rippling in western Kansas, it is the Grand Canyon and a little stream coming down out of a New England ridge, in which are trout. It is men at work. It is the storm-tossed fishermen coming into Gloucester and Provincetown and Astoria. It is the farmer riding his great machine in the dust of harvest, the lineman mending the broken wire, the miner drilling for the blast. The trucks rumbling through the night, the locomotive engineer bringing in his train on time, the pilot in the clouds. It is the clerk in his office, the housewife doing dishes and sending the children off to school. It is the teacher, doctor, and parson tending and helping, body and soul, for small reward.

It is small things remembered, the little corners of the land, the houses, the people that each one loves. We love our country because there was a little tree on a hill, and grass thereon, and a sweet valley below; because the hurdy-gurdy man came along on a sunny morning in a city street; because a beach or a farm or a lane or a house that might not seem much to others was once, for each of us, made magic.

It is a great multitude of people on pilgrimage, common and ordinary people, charged with the usual human failings, yet filled with such a hope as never caught the imaginations and the hearts of any nation on earth before. The hope of liberty. The hope of justice. The hope of a land in which a man can stand straight, without fear and without rancor.

The land and the people and the flag—the land a continent, the people of every race, the flag a symbol of what humanity may aspire to when the wars are over, and the barriers are down—to these each generation must be dedicated and consecrated anew, to defend with life itself, if need be, but, above all, in friendliness, in hope and in courage.



# Wollensak means Good Lenses

"Harriett" by Harvey Croze of Detroit, Michigan. This winsome pose has hung in fifteen international salons, was one of the twelve winners in the 21st Annual Competition of American Photography, and is part of the 1941 traveling show of the Photographic Society of America. Taken with a Wollensak Series 2 Velostigmat  $f4.5$ . Enlarged with a Wollensak  $3\frac{1}{2}$ -inch enlarging Velostigmat\*  $f4.5$ . Mr. Croze writes, "I have used Wollensak lenses for many years. I recommend them highly." Improve *your* photography with a Wollensak.



For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**



## LOOKING AHEAD

The average business man accepts the principle that business is not to profit from the war. His philosophy goes further than that—he knows the war will force sacrifices upon him and he is willing to make these sacrifices.

### Conversion for War

He knows that, above all, we must save our way of life and that he, like all others, must make his contribution. To do his part he has been and is busy converting his plant to war production. This conversion has cost him a great deal of his liquid capital—irrespective of what government help he has received. His balance sheet is less liquid. And his ability to reestablish its liquidity, as in years gone by, is gone with the wind. The present and proposed tax laws prove that.

What many business men—and perhaps the Federal Government—have unfortunately overlooked is the outcome that they will face in the days of reconversion. Where is the reconversion money coming from? That is a question both business and the treasury ought to be asking if they want to keep alive a peacetime “Golden Goose” to lay tax eggs.

### Post-War Credits

Let the Treasury tax heavily the earnings of business, beyond its financial necessities for operation and survival, now that we are in this struggle—but let the Government likewise set up post-war tax credits, earmarked for reconversion outlays.

Business does not expect to make money out of the war but it must make its survival opportunities reasonably certain during and after the war. The future welfare of our nation depends on that.



### Lucite Film Hangers

It is now generally known that film hangers made of metal are obtainable only on a priority or high rating issued only to Army or Navy orders. This naturally is a serious situation but photographers are now able to obtain a substitute hanger made of lucite.

The hanger is chemically inert and as clean as glass. While it is extremely light weight, it is exceptionally strong and will withstand ordinary darkroom handling. It has smooth loading surfaces, is simple to load, and is water repellent.

Hangers are obtainable in sizes

$2\frac{1}{4} \times 3\frac{1}{4}$

4x5

$3\frac{1}{4} \times 4\frac{1}{4}$

5x7

All at price of 85c.

### Shut Down for Two Days

Not merely a one time shut down but occurring every week. This is the way we call your attention to the effects of recent regulations with reference to deliveries. These regulations apply to out-of-town and local deliveries because the numerous trucking and express companies with whom we have contact are likewise affected. The result is that we have practically no pick-up service in the shipping room on Saturdays. This results in a shut down of pick-up service for two days or from Friday night to Monday morning.

It will be well for you to remember this as you count the days and anticipate when your order will arrive.



## Thermo-Fine Developer

Thermo-Fine Developer is one of the various Edwal products. It is intended for development under hot weather conditions and is entirely satisfactory in solutions as warm as 90°. It is a fine grain developer that requires no stop bath and does not stain. One of the simplest developers to use and furnished at low price of 35c a tube.

A detailed instruction sheet attached with each tube permits the customer to ascertain the correct amount to develop according to the temperature at which the solution is used.



## Thermo Salt

An excellent companion to the above mentioned developer. It will prevent swelling and softening of gelatin even though the solution may be used where 90° is the temperature. When used for prints it reduces the tendency of pin holes, staining, and blocked up shadows and no weighting is necessary. Each can contains a measuring cup and a pound will treat 18 pints of developer. The price is 45c a pound.



## It's a Boy! — Or Is It?

In either event the proud parents will be able to mount pictures of the baby with special Nu-Ace corners in addition to the ten popular colors.

We are now able to offer Nu-Ace corners in pink for the little girl and blue for the little fellow. They are packed 100 to the envelope at list of 10c a package like the other ten colors.



## Stainless Steel Trays

In these days of shortage of critical metals, it may seem strange to offer stainless steel trays. We actually have them. We especially suggest the light weight 8x10 stainless steel trays which are priced at \$1.90 each. These are quite light weight and when used with reasonable care these should last indefinitely.

## Photographing Documents

In the Focus for January, we published information to caution photographers against difficulties which would arise if they photographed certain designated documents.

Apparently the article was well received and we received a number of letters in expression of appreciation of this information and other letters in which the authority of our list was questioned by attorneys transacting business with our readers.

We are glad to confirm the original information as being entirely correct. We have a letter from the U. S. Attorney General confirming this and further stating that it is unlawful to photograph or otherwise reproduce any badge, identification card and other insignia of the design prescribed by the head of any department or individual office of the United States for use of any officer or subordinate thereof.

Special permission must be secured from the head of the interested department before such reproduction can be made.

Section 146 of Title 18 U. S. C. prohibits the making of photographic or other reproduction of Government transportation requests.

With relation to obligations of the United States which may not be photographed, you will find these particularly described in Paragraph 261 of Title 18. All of the proscribed articles are set forth in your copy. The actual prohibition of such reproduction is contained in Paragraph 264 of Title 18 and it provides a fine of \$5,000 or imprisonment for not more than fifteen years for each violation.



## Vertical Dryer Aprons

Because of a special order, recently received, the Pako Company is now able to obtain the release of aprons for Pako Vertical dryers. Orders for replacement should be accompanied with rating A-10 Preference rating.

# PRIORITIES

PRIORITY is the degree of precedence given to a contract or order to permit completion or delivery on a particular date.

PREFERENCE RATING is the symbol which, when assigned to a contract or order, establishes the degree of priority such contract or order will receive.

Preference ratings in order of precedence are:

AA:

A-1a, A-1b, A-1c, etc. to A-1k.

A-2, A-3, A-4, etc. to A-10.

All orders and contracts received bearing preference ratings must be accepted and filled in the order of preference before any other contracts or purchase orders.

## Delivery Schedule

No earlier delivery dates shall be specified on any rated order than required by the production or delivery schedules of the person placing such orders. Purchase orders must bear specific date or dates.

## Inventory Restrictions

No person shall knowingly make deliveries of any material whatever, and no person shall accept delivery thereof, if the inventory of such material of the person accepting delivery is in excess of a practicable minimum working inventory necessary to make deliveries of the products of the person accepting delivery—on the basis of his current method and rate of operation. (Generally speaking, such reasonable inventories are considered at about a three-month inventory, except where the very small amount of material consumed makes it only economical to purchase in quantities for longer periods.)

## Records

Persons participating in any transaction to which any of these orders apply shall keep and preserve for a two-year period complete records of their inven-

tories of the affected materials and the details of transactions involving such materials.

## Preference Rating Orders or Certificates

1. "P" orders are known as limited blanket rating or "Preference Rating Orders." They are issued to industries, or segments of industries, and recognize the relative importance of the final product. These blanket orders carry definite restrictions as to their use by the industry to which they are issued and to the suppliers of the industries. The regulations are clearly defined on each printed copy of the order and should be carefully read and followed.

## Preference Rating Order P-100

The "P" order that can be used by many of our customers is the P-100 order. The following is only a short outline of some of the provisions of this order. There are many restrictions to be observed by the user, and we are only referring to the points which may be helpful to you. This is not an official interpretation; it is our best judgment.

The order is to help governmental units; charitable institutions; educational institutions; printers and publishers; hospitals; and manufacturers, processors and fabricators, obtain repair, maintenance, and operating supplies. Our customers in applying this "P" order to their purchase orders must include on their order the following—

"Material for maintenance, repair or operating supplies—Rating A-10 under Preference Rating Order P-100 with the terms of which I am familiar.

Signed....."

The terms "Repair, Maintenance, and Operating Supplies" are clearly defined in the order. "Repair" means the restoration of property and equipment to a sound working order. "Maintenance"

(Continued on Page 13)



## THE NEW ALBERT ROYAL TRIPOD

RIGID  
ALL METAL  
QUICK, POSITIVE LEG LOCK  
REVERSIBLE TIPS  
CAMERA SCREW FITS ALL CAMERAS  
PAN AND TILT CONTROL IN ONE  
HANDLE

Steady as a rifle support the new Royal Tripod will shoulder the heaviest still, or movie camera, and finest miniature without a quiver and with lock-tight precision.

Made of tubular steel to provide maximum rigidity at the full 56-inch extension, the legs can be securely locked at any desired height by the Albert patented Quick-Lock leg control. A quarter turn of the leg clutch securely locks and frees the legs. Reversible tips, from rubber to pronged steel, makes it skid-proof under all circumstances.

The New Royal Head is equipped with the Albert exclusive adjustable length camera screw to assure a snug fit for all cameras. Only the Albert Royal Tripod combines complete control of both pan and tilt action in the one control handle which folds down neatly against the tripod base when not in use.

Made of chrome plated phosphor bronze, all parts are carefully machined to insure smooth action and withstand long use.

Tripod complete, \$18.15

Tripod only, \$11.50



### Do You Know That—

In the early days of photography, a million eggs a year were used in the manufacture of albumen photographic paper? And that's a lot of eggs for any photo nut to lay.

## THE NEW ALBERT ROYAL TILT-TOP

The new Albert Royal Tilt Head panorams and tilts instantly by single lever control. The tilt action can be easily locked, while still enabling the user to pan smoothly and freely. With a slight turn of the set screw over the handle junction, both pan and tilt will lock securely with a quarter turn of the large gray catalin handle. The exclusive Albert adjustable length camera screw has been added to insure a proper fit for all cameras. The Royal Tilt Head will panoram and tilt through a complete arc. The handle folds down neatly against the tripod for ease in carrying. Made of chrome plated phosphor bronze, all parts are precision tooled—insuring smooth action and long use. The Royal Tilt Head is the same head that appears on the New Albert Royal Tripod.

Price, \$8.25

HIRSCH & KAYE—*Distributors*



## The Write Way

One of the handiest little gadgets offered to photographers in many a year is the **Pres-To-Oiler**. It looks like an ordinary fountain pen and consists of a glass barrel which contains oil instead of ink. Where the pen end would be, there is an oiling device consisting of a very thin rod which slides into a sleeve when pressure is applied. Whenever pressure is applied, a tiny drop of oil runs down the rod to the point where lubrication is wanted. When not in use the oiler is closed with a fountain pen cap.

This article has so many uses that we would hesitate to begin to mention them. You will want one, for when you receive it you will be so well pleased you will want to keep it in your pocket along with your pen and pencil.

The price is only 60 cents.

## PRIORITIES

(Continued from Page 11)

means the upkeep of property and equipment in a sound working order. "Operating Supplies" means any material essential to the operation of the business and which is consumed in the course of such business.

These terms *do not* include—

The replacement of any item carried on the books as a fixed asset.

Material which would not be carried on the books as maintenance, repairs, operating supplies or the equivalent.

Material for the improvement of a producer's property or equipment through replacement of material unless such equipment is beyond economic repair.

Material for additions to or expansions of property and equipment.

Material which is physically incorporated in whole or in part in the producer's finished product. This includes anything physically or chemically incorporated in the finished product.

In our opinion any industrial, printing, publishing or newspaper firm, and the photomechanical industry, may take

advantage of the A-10 rating under P-100 to secure chemicals, film, or sensitized paper when these materials are not sold as the finished product.

Commercial and portrait studios may take advantage of the A10 rating under P-100 to secure film or chemicals not sold as the finished product or needed to chemically process the finished product. The finished product of commercial and portrait studios is usually a photographic print on sensitized paper. Orders from these studios for chemicals needed to process the film and the film itself would come under P-100 but chemicals needed to process the paper and the paper itself would not.

Photofinishers may not use the P-100 order to secure film or paper sold or processed as the finished product or to secure chemicals required to process these finished products.

The P-100 order should not be used for cameras, Kodascopes, Printers, Enlargers, etc. These are considered fixed assets or material for additions to or expansion of property or equipment.

## KEEP 'EM CLICKING

Owners of Graflex-made cameras will be glad to learn of the Graflex Customized reNEWal Service recently announced by Folmer Graflex Corporation, for it offers an opportunity for complete overhaul and re-conditioning wherever needed to keep existing cameras in action for the duration of the war. With relaxation playing its important role in civilian morale, and with the evident need of economy in sensitized materials, it is especially important that (1) cameras be kept in service, and (2) no film be wasted by equipment that is not in top-notch shape.

The owner of a Graflex or Graphic camera requiring attention should send his camera to us. We will send it to the nearest Folmer branch office for inspection and an estimate. When this arrives

it will be submitted to the owner subject to his instructions. When the overhauled or rechecked camera is finally returned to you it will have the special Gold Graflex Seal assuring satisfactory performance.

The work done on a camera naturally depends on its condition, but it in general comprises the following: replacement of worn and broken parts, checking and rectification of the position and alignment of all optical and mechanical elements, renewing of worn or damaged finishes and readjustment of rangefinder and flash synchronizer. In short, the camera is put into as nearly new condition as possible—both mechanically and from the standpoint of appearance. Such work is, like other Graflex repairs, fully guaranteed.



## SUFFICIENT

The undersigned members of the photo finishing industry met on Thursday afternoon, May 28, in the office of Mr. Grummell of the Office of Defense Transportation to discuss the one call a day as set up in the General Order ODT No. 6 with reference to pick up and delivery of photo work.

The undersigned firms all agreed that starting Monday, June 1, 1942, they would comply with the order and only make one call a day to a store. It was further agreed that the industry would police itself, and firms not cooperating with the Government's emergency order should be reported to the Office of Defense Transportation.

DE LUX PHOTO FINISHING  
SAN FRANCISCO

FLASH PHOTO SERVICE  
SAN FRANCISCO

FOTO MART  
SAN FRANCISCO

OWL DRUG CO.  
SAN FRANCISCO

BEAR PHOTO SERVICE  
SAN FRANCISCO

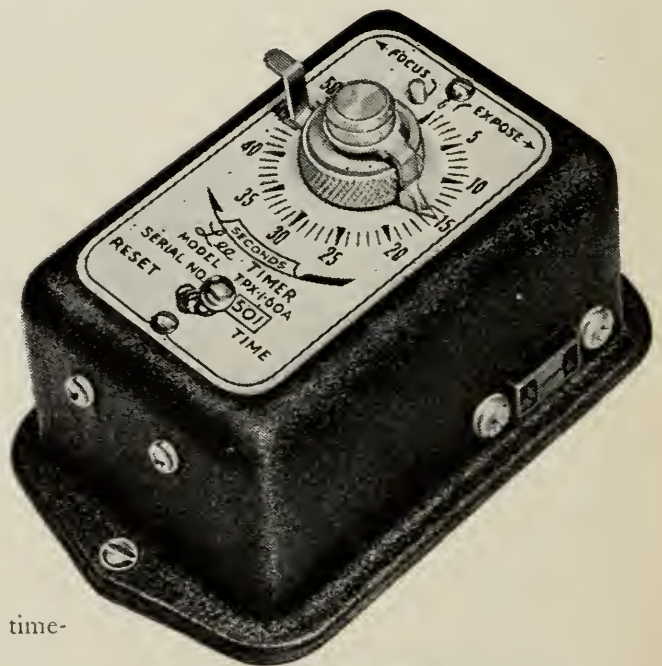
BEAR PHOTO SERVICE  
STOCKTON, CALIF.

## LEE TIMERS

*The Sensation of All Dark Room Timers*

### Check These Features

1. Greater time range: covers 0-75 seconds.
2. Exclusive moving second hand indicates elapsed time; and measures dodging time, vignetting, color-work, etc. No need for extra watch or clock.
3. Micro-switch automatically turns safe-light off when enlarger light goes on, and vice-versa.
4. Enlarger light has separate switch for unlimited focusing purposes; two separate sockets permit non-automatic safe-light control when desirable.
5. Automatic reset button repeats exposures instantly and exactly. Timing starts only when button is released, eliminates over-timing on short exposures.
6. Accuracy beyond ability of ordinary time-pieces to check.
7. Smallest interval timer made, 2"x3"x4 $\frac{7}{8}$ "; horizontal and vertical mounting.
8. High quality, self-starting synchronous motor; hermetically sealed lubrication.
9. Smoothest, quietest operation of any interval timer now marketed.
10. Beautiful gray auto-enamel finish, gray 6 $\frac{1}{2}$ -ft. rubber cord and soft plug.



**MODEL TP-1-60—\$14.50 List**

For use on 110 Volt 60 Cycle current,  
1000 watt capacity.

11. Unconditionally guaranteed for one year.
12. Serial number on each timer and registry card.

## Graflex Negative Identifiers

Graflex Negative Identifiers seem to offer, at last, the ideal solution to the really pressing problem of properly identifying negatives. A very narrow portion of the full width of the negative is made available for such data as the holder number, the name of the cameraman, and whatever other information may be desirable. These data can be written permanently with Graflex Acetate Ink, or temporarily with either regular or India ink.

When properly inserted—and that is very easy to do, if the simple instructions supplied in each envelope are followed—the identifiers will remain exactly in place under all conditions unless they are purposely removed.

Graflex Acetate Ink has as its base a fluid which acts as a solvent for cellulose acetate, so that the writing becomes in effect a part of the identifier and can be removed only if the surface of the identifier itself is removed. It should be applied with a fine-point Spencerian pen, as it has a tendency to spread slightly on the smooth surface of the acetate sheeting. India ink and ordinary writing fluid, on the other hand, lie on the surface of the acetate and may be readily removed. So it is suggested that permanent data, such as the holder number and the name of the photographer or newspaper, be written in Acetate ink, while temporary information can be recorded in some other ink that can easily be wiped off.

Graflex Negative Identifiers are supplied in envelopes of 25, with 24 envelopes mounted on a large, attractive display card. An instruction sheet is enclosed in each envelope. Also, for quantity purchasers, boxes of one gross are available.

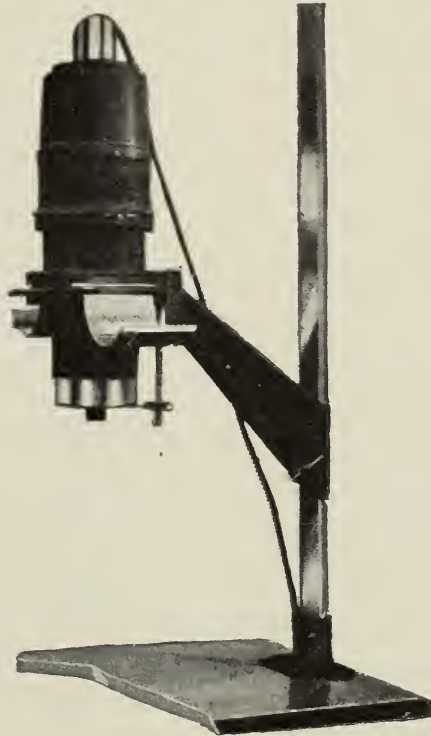
The price: Envelope of 25, sufficient to equip one dozen holders plus one spare, list \$0.75.

Box of one gross, list \$4.00.

$\frac{1}{2}$ -oz. bottle Graflex Acetate Ink, list \$0.50.

## The CRAFTSMAN Enlarger

A strong, sturdy enlarger with many Sun Ray features found only in higher priced enlargers. Like all Sun Ray Products this will give satisfactory service.



$2\frac{1}{4} \times 3\frac{1}{4}$  Down to 35mm

$3\frac{1}{2}$ " f6.3 Lens with Waterhouse Stops

Precision Focusing Device

No. 211 Opal Enlarging Bulb

Automatic Spring Arm for  
Size Adjustment

15x18 Baseboard

Complete with Lens—\$21.00

*A Resale Item*



# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describes the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention and produce customer demand for additional pictures.

<i>Print Size</i>	<i>Outside Size</i>	<i>List Price per 100</i>
3x4	4 3/4 x 6 3/4	\$ 7.25
3x5	5 3/8 x 7 3/8	9.00
4x6	6 1/8 x 9	10.75
5x7	7 1/8 x 10 1/8	12.25
8x10	10 x 13 1/2	20.50
10x8	12 1/2 x 11	21.00

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7—Boxed in 25's, 8x10 and 10x8.

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert

This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink, on the insert around the opening, lends an artistic appearance to your portraits.



<i>Size</i>	<i>Outside Size</i>	<i>Price per 100</i>
3 x 4	5 x 7	\$ 6.25
3 x 5	5 1/2 x 8	7.25
4 x 6	7 x 10 3/8	10.00
5 x 7	8 x 11 3/4	11.00
7 x 5 Group	9 1/8 x 8 1/8	11.50
6 1/2 x 8 1/2	9 1/4 x 12 1/2	13.75
8 x 10	10 3/4 x 14	16.00
10 x 8 Group	13 x 11 3/8	16.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7  
Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

### HIRSCH & KAYE

Distributors

## FREE PORTRAITS – UNLIMITED

We publish a letter sent by Charles Abbel, executive manager of the Photographer's Association of America, to the publishers of the magazine *Popular Photography*. It refers to a movement started by *Popular Photography* entitled "The Snapshots From Home League." This movement has already been taken up by newspapers and camera clubs all over the country.

Briefly, the movement is intended to sign up amateur photographers everywhere as members of this league with the intention that such amateurs are enrolled at local Y.M.C.A.'s and USO branches and members of families of men in the military service are entitled to free photographs to be sent to men in the service. The details are not essential.

What such a movement means to the professional photographer is obvious. While the idea is a promotional scheme by *Popular Photography*, it is so cleverly planned that any objection to it subjects us to a charge of lacking in patriotism. Be that as it may, we consider the scheme pernicious and detrimental to professional photographers.

Mr. William B. Ziff, Publisher, *Popular Photography*,  
540 N. Michigan Avenue, Chicago, Ill.

Dear Mr. Ziff:

No doubt you are convinced that with your "Snapshots from Home League" you have launched a most patriotic and highly worth-while movement and, in one way, of course you have. That this is cleverly calculated to redound immeasurably to the benefit of *Popular Photography* from a promotion and publicity standpoint as one newspaper after another scurries to leap upon the bandwagon is quite beside the point.

In starting this I don't suppose you even gave a thought—no one ever does—to the effect such a nation-wide campaign might have on the professional portrait photographer. All he does, after all, is to make pictures of people by doing which, to the best of his ability, he makes a living for himself and his family, and his employees and their families.

Professional photography is no great shakes as an industry, when it comes to size or dollar volume. There are less than 20,000 individual photographic establishments in this country—your own circulation is at least five times that figure and perhaps much larger and when it comes to amateur photographers your possible field runs into the millions. Why is it not sufficient for you to carry on as the largest publication in that tremendous field without deliberately egging on the amateurs to the ultimate ruin of the professionals?

You know as well as I that portrait photography is much like life insurance—it has to be sold to the prospect. And like life insurance (with which the prospect has to lose in order to win—has to die in order to collect) no prospective purchaser of a photograph can ever appreciate the possible value of the portrait that was not taken until the time comes when it is too late to take that portrait. To ninety-nine



people out of a hundred a photograph is a photograph; be it a mediocre snapshot or a fine professional portrait it is still an image on a piece of paper and no more. If thousands, perhaps hundreds of thousands, of amateur photographers offer their services for nothing in accordance with your plan, how many, do you honestly think, of the hundreds of thousands of people they will photograph are going to be in the market for professional portraits for the next five years?

I am fully aware that Rule 9 of your League requires members to make no charge for their services and specifies that they shall not make or sell prints or services, although they may make additional prints free. You know amateur photographers. How many of them are going to refuse the chance to make an extra dollar or two with which to buy some additional gadget if they are urged just a wee bit to make another shot or two around the prospect's house, or to make a dozen prints, or perhaps an enlargement or two?

It is rightfully patriotic these days to do everything possible for the servicemen and their families. It is, perhaps, equally patriotic to keep on making a living for one's self and one's family, in order that one may pay taxes and buy bonds and keep from becoming a charge on the community. After all, if the taxes aren't paid and the bonds aren't bought, just how is the government going to pay for the many things needed to keep these servicemen equipped and fighting?

You may say that all kinds of campaigns are being conducted for the benefit of the servicemen. They are being supplied with cigarettes, with books, with magazines, with food, with comfort kits, with all kinds of things. True, but in each case, though the items themselves are contributed, the manufacturer gets paid for them. In this case it happens that the professional portrait photographer is his own "manufacturer." The amateur, not dependent on photography for a living and able, because of that, to buy the necessary supplies with which to carry on his hobby, is contributing merely his time and a few dollars' worth of supplies. He is not in any way jeopardizing his own livelihood.

Your own magazine is eagerly read by amateurs everywhere. Why would it not be a highly patriotic gesture on your part to send it, free, to every soldier, sailor and marine who owns a camera? Certainly that would be an appreciated gift. And then, in your whole-souled efforts to be of service you would be dipping just a little into your own pockets instead of those of 20,000 small business organizations which themselves are contributing mightily to the nation's morale in these troublous times. It is easy to be generous and to achieve a reputation for patriotism when the financial burden is to be borne by others.

From various newspaper clippings which have come to my desk I see that the United Service Organizations have delightedly jumped upon your bandwagon, while the Y.M.C.A. is listed in the original announcement in your current issue as sponsor. And yet both the Y.M.C.A. and the USO are campaigning diligently and expectantly for funds and support from the very people who, because of this movement, face the most serious danger of being put completely out of business that has yet beset professional photography. In my own magazines in the field of professional photography (I can mention them because they do not compete with

yours) I have been and am now publishing free advertisements for the USO, urging photographers to contribute. Certainly that space would be better devoted to urging that photographers contribute directly to Army and Navy Relief organizations—why should I ask my readers to cut their own throats?

Sincerely yours,

THE PHOTOGRAPHERS' ASSOCIATION OF AMERICA,

CHARLES ABEL, *Executive Manager.*



## R2 Voltage Regulator

A universal, *variable*, control with a multitude of uses in the darkroom and the studio!

*Here are just a few uses . . .*

*Enlarger Lamps* varied from dim to bright without changing apertures. Makes new dodging technique possible. Permits expanded range of light control.

*Movie Titlers* make fade-in and fade-out titles by controlling reflector lights.

*Slide Projectors* show slide fade-ins and fade-outs by controlling projection bulb.

*Baby Spotlights* can remain stationary, with new lighting effects through control of bulb.

*Retouching Negatives* improved by controlling brilliance of light under the negative.

*Over-Voltage* cut down to maintain normal voltage output.

Capacity loads less than 200 watts. AC or DC. Underwriters Laboratories approved.

Price—\$3.25



**A-I-C**

That is the priority rating required to obtain metal hangers, for films, commercial or x-ray.

As rating A-10 is far removed, it will not help you obtain hangers. Take good care of what you have.



## The Front Page

The outstanding picture on the cover of this number is through the courtesy of Fink & Roselieve Company whose products we distribute. We hope to have other and similar pictures of this kind to show you in the future.

## "Blues in the Light"

Well, maybe it wasn't our "mama" who "done tole" us, but anyway when there's a run on the blue photoflash lamps for use with black-and-white film, things are *not* in the pink. In fact it's time to go into a brown study, and when the next fellow comes up wanting blue photoflash lamps to use with black-and-white film, it's time to yell-ow: "Now, mister, you are using the old method of photography from the days of color-blind film—the very thing you used to crab about. You wanted new speedy film; you screamed for efficient photoflash bulbs. You got them both, but instead of learning to use them you stick to the outmoded way of taking flash pictures. The reason you say you like the blue photoflash better is because it counteracts your over-exposure that you haven't learned to overcome with your new efficient equipment."

It boils down to this: Many cameras stopped clear down give full exposure on fast films at 13 or 14 feet. Anything shot closer than this is burned up. The answer? Use slow finer-grained film, or put a handkerchief or two over the reflector to cut the light on closeups. Don't spend extra dough for blue bulbs.

And then there's the one about the goon who asked for some *little* flash bulbs on account of she was going to take *little pictures*. She knew, just like little Audrey, that the big bulbs took the big pictures. We laughed and laughed. Heh, heh!



## Your Charge Account

The Board of Governors of the Federal Reserve System has announced new charge account regulations effective May 6, 1942, in compliance with the President's special message to Congress.

*The Regulation provides that a charge account is in default if any article for which credit was extended in the calendar month has not been paid for in full by the tenth of the second month following. The privilege of charging listed merchandise, under the Regulation, must be withdrawn when a charge account is in default.*

REMEMBER—charge accounts are due and payable WHEN BILL IS RENDERED! It is not the intent of the Regulation to extend the time of payment.



## New Graflex Listings

We are now in a position to accept orders for the following:

- 2¼x3¼ Speed Graphic Camera, including one Film Holder, Graflex or Graphic Back with 4¾" B & L Tessar F 4.5 lens in Supermatic shutter.....\$135.50 list
- With 101 m/m Graflex Optar lens in Graflex shutter.....\$122.75 list
- 3¼x4¼ Speed Graphic Camera, including one Holder, Graflex or Graphic Back, with 5½" B & L lens in Betax shutter.....\$141.00 list
- 4x5 Speed Graphic Camera, including one Graphic Film Holder, Graflex or Graphic Back, with 5½" B & L lens in Betax shutter.....\$141.00 list

For the present priorities are not required on these listings, provided immediate delivery is not required. All other listings of 3¼x4¼ and 4x5 Speed Graphic Cameras (except where suitable customer's lens is sent in) require a priority rating.

## Film Sizes Reinstated

A previous notice discontinued several sheet film sizes, among them 7x17, 8x20 and 12x20. It has since been decided that there is an essential, though small, demand for these sizes and they are, therefore, hereby reinstated as regular listings.

Super Speed Ortho Portrait Antihalation.

Commercial Antihalation.

Commercial Matte Antihalation.

Commercial Ortho Antihalation.

Commercial Thin Base Antihalation.

Gravure Antihalation.

Contrast Process Ortho Antihalation.

Ortho-X Antihalation.

Contrast Process Panchromatic Antihalation.

Super-XX Panchromatic Antihalation.

Portrait Panchromatic Antihalation.

Panatomic-X Antihalation.

Super Panchro-Press Antihalation.

Super Panchro-Press, Type B Antihalation.

Tri-X Panchromatic Antihalation.

Infrared Antihalation.

Autopositive Commercial.

Metallographic Plates.

Characteristics of Wratten Metallographic Antihalation Plates have been changed to increase the green sensitivity of these plates. There is no change in the basic emulsion. This change results in approximately 50 per cent greater white light speed, and nearly double speed through B and G filters. The physical hardness has been increased.

All other specifications and the listing of sizes and prices remain unchanged.



## Salesmen May Ride Bicycles

Both General Mills and General Foods are examining the potentials of putting their salesmen on bicycles.—(Tide.)

P. S.—Will they be asked to take back for credit a sack of flour or a case of pickles?

## WONDERLITE BLACK BULB—ULTRAVIOLET

For illuminating fluorescent costumes and backgrounds in theatres, at parties, on the stage, the Wonderlite Ultra Violet Lamp is a perfect light source. The lamps may be installed in footlights or ordinary reflectors. The illumination is effective for good distances and produces brilliant effects.

In the study of minerals, Wonderlite Ultra Violet is very helpful. It is particularly effective on such minerals as fluorite, hyalite, wernerite, semi-opal and willemite.

For crime detection laboratories, chemical compositions, etc., where it is applicable in the study of stains, spots, etc., the Wonderlite Ultra Violet Lamp is exceptionally helpful.

In working up spectacular displays with fluorescent paints, this lamp is very effective and practicable. It provides the "Black Light" required for startling effects in the dark. The low cost, high efficiency and long life of this ultra violet light source now makes possible rapid progress in this field, which has long been retarded.

Most Ultra Violet light sources are expensive, and require expensive equipment for their use. The Wonderlite U. V. Lamp requires no transformers. Its rays are harmless to the eyes. Its use entails no special cautions except to protect inflammable material from contacting it while it is "on." Longer life and greater efficiency may be obtained when good, well ventilated reflectors are employed.

Can be used in ordinary sockets.

Size	Bulb	W.	Volt.	Base	List Price
50-hr.	A21	300	105-120	Medium	\$2.00
200-hr.	A25	325	105-120	Medium	3.00

Chamois cloth will remove the fine lint accumulated by prints dried between blotters or face down on stretchers. Rub gently. Wash the chamois frequently.

## Remember—You Can Still Take Pictures!

All of the beautiful photographic spots—the lakes, the mountains, the valleys, and so on, are still available for your camera. There are, however, a few restrictions in the interests of Victory. These restrictions apply to any part of the United States:

Headquarters Western Defense Command  
and Fourth Army, Presidio, San Francisco—

In the interest of national security, citizens in the Western Theater of Operations are advised against taking photographs showing Army units; headquarters; transports; camps, buildings; installations; projects; weapons; equipment; supplies movements or other military materiel or activities. The Western Theater of Operations comprises California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona and Alaska.

Citizens are further advised against taking photographs at this time of non-military structures, installations, and activities of importance in connection with military operations and national defense. In this category are railroad and highway bridges and tunnels; shipping facilities and railroad yards; reservoirs and water distribution systems; electric and gas generating and distribution units; telephone, telegraph, and radio installations, and manufacturing and assembly plants turning out materiel of primary importance for national defense, such as plants manufacturing munitions.

The foregoing lists are far from complete, but they may serve as a general guide for all loyal and patriotic citizens living in the Western Theater of Operations.

Adlux (a Defender product) fixed out, is ideal base material for working in backgrounds, better than the ground glass substitutes ordinarily used. Adlux has a perfect "tooth."



## CLASS 18.00 RECREATION AND AMUSEMENT

Effective July 1, the priorities system of purchase was replaced by a new method known as Allocations. The purpose of this new method is to permit the War Production Board to trace the purchase and use of critical materials to their ultimate end. In place of the alphabetical system for designation of priorities, a set of numbers and decimals have been assigned to various industries in the order of their importance to the war effort.

We quote from "Priorities Regulation No. 10, the allocation classification system used by the War Production Board:"

"Class 18.00—Businesses engaged in the manufacture of photographic equipment and supplies, athletic and sporting goods, musical instruments, etc., and businesses which operate carnivals, amusement parks, theaters, etc., or produce motion pictures should place this symbol on all purchase orders that they issue."

With the aircraft industry rated as classification 1.00, ships, production and maintenance in classification 2.00, we proceed through various groups until the end of the book, we find the manufacture of photographic equipment and supplies rated on a par with the operation of carnivals and amusement parks. Perhaps this is not as bad as it sounds for in classification 21.90 we find it an allocation symbol to be used by prime contractors for orders to build kennels, jails, barns, police stations, and motion picture houses.

Classification 23.00 completes the list and includes all industries not otherwise mentioned.

This is a serious situation for photographers and dealers and there is now less chance of obtaining the items you want than ever before. On the other hand, Army and Navy orders will be expedited through better control. It should be understood that mountings and materials for which no priorities are required are not affected. No one can foresee what tomorrow may bring.



## IT'S NO RETOUCH JOB! . . . So 'Tis Reported

Whenever you see a photograph of soldiers or sailors, there is never evidence of any insignia that would give away the outfit or the name of the ship to which they belong . . . and so you think, just like every reader of the newspapers, that some photograph finishers are getting rich on overtime retouching work.

And that's where you and all the readers of the newspapers, including us, are wrong. The photographer has to make sure that all such insignia are removed *before* he snaps the shutter. That's no cinch when you've got a crowd on your hands. So here's added respect for the military photographer!



### Photography by Infra-Red; Its Principles and Applications

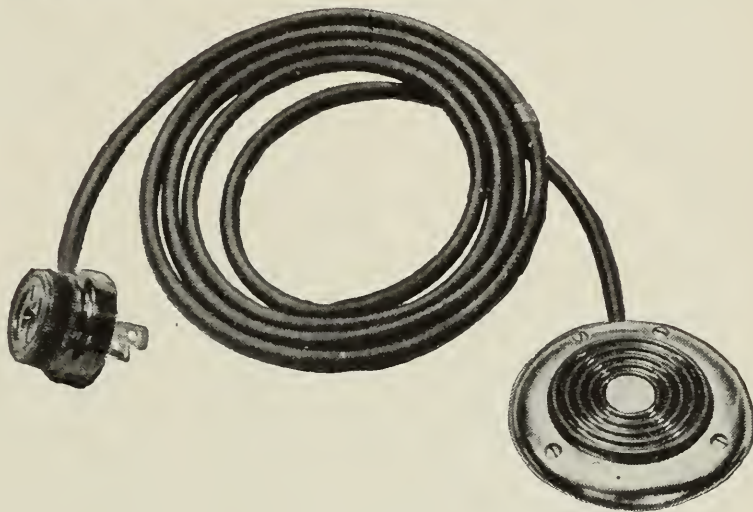
By Walter Clark  
\$5.00

The authoritative book on this subject, by Dr. Clark of Eastman Kodak Co. The book has been written for the guidance of the practical infra-red pho-

tographer whether he is concerned with the commercial end of it or its applications in the scientific and technical fields. It deals with the developments up to the present time in infra-red work and with the underlying principles. Knowledge of infra-red is valuable in aerial photography and also in camouflage work.

## LEE FOOT-SWITCHES

### A FEW OF THE MANY USES FOR LEE FOOT- SWITCHES



*Photography:* Enlargers, spotlights, floodlights, printers, printometers, projectors, dryers, fans, mixers.

*Electric devices:* Annunciators and call systems, current control, signalling systems, momentary or continuous duty push button controls.

*Electro-medical apparatus:* X-ray equipment, diathermy machines, electro-surgical knives, spotlights, lamps.

*Power-tools:* Home workshops; dental, jeweler and optician motors, polishers and grinders; machine tools.

*Radio:* Safety controls for transmitters, emergency keys, microphone controls, sequence relays.

Built like a watch, yet sturdy as an alarm clock. (Both sides are *right* sides—switch works with tiny pressure.)

### GUARANTEE

The LEE FOOT-SWITCH is guaranteed to work satisfactorily regardless of load or frequency of usage—within its maximum rating.

Silver alloy contacts.

Plated die-cast metal case (3-inch diameter).

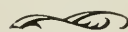
Molded grooved bakelite foot-plates (2-inch diameter).

Power type approved rubber cord—6 feet long, with molded combination plug and receptacle on Model 10 as illustrated.

Model 11 has unbreakable detachable

plug instead of combination plug and receptacle.

Price—\$3.95



New! Model 10G "The Glowworm." You can see it in the dark! Has luminous button inserted into each foot-plate. Cannot affect the most sensitive film or paper. Same capacity and price as Model 10.



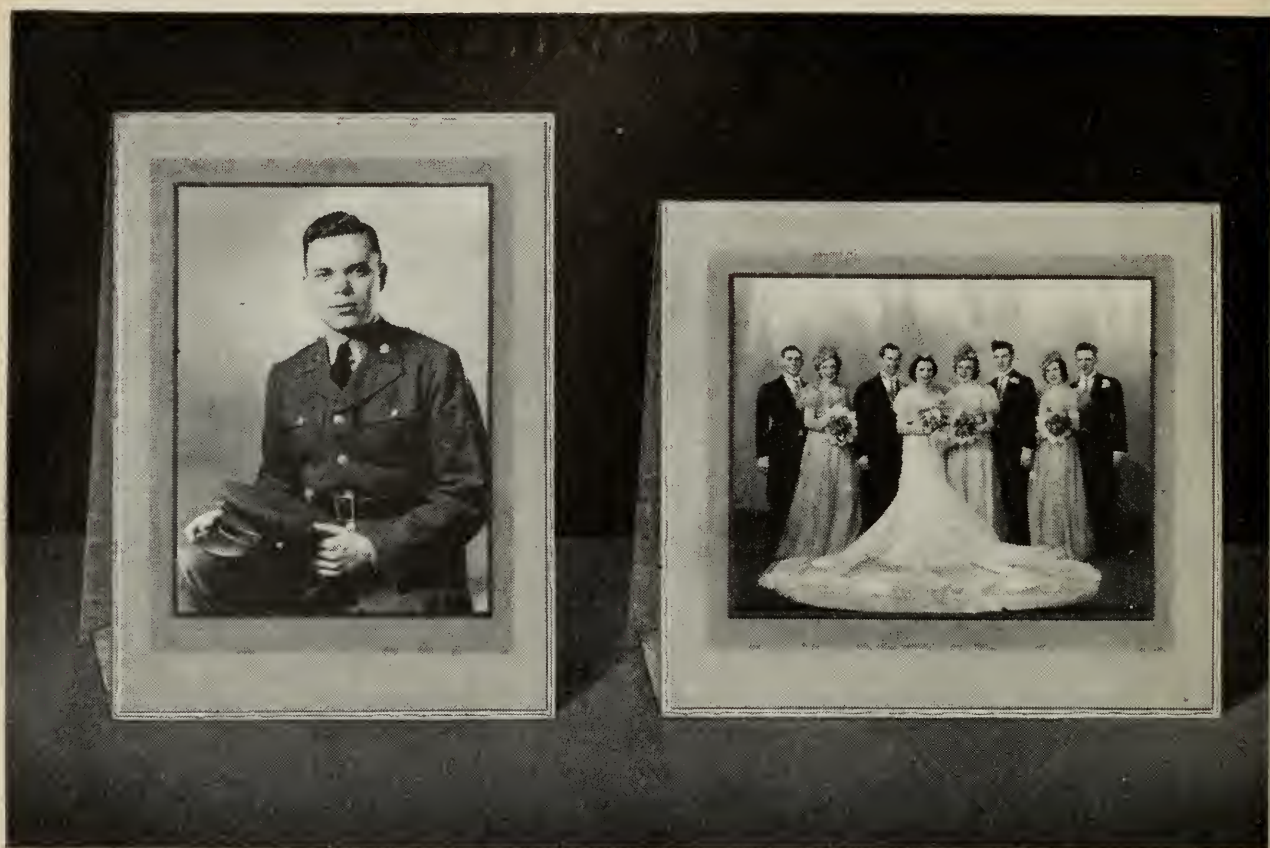
## Blentone Backgrounds and Carriers

Photographers are reminded that while very few scenic backgrounds are purchased these days, we notice a steady increase in the number of installations of Blentone backgrounds. These are of neutral shade made of shade material and mounted on rollers that are offered in two sizes.

A complete set of backgrounds, including carriers, can be furnished for \$57.80. The box and frame only, without background, are offered for \$25.80.

Blentone backgrounds on rollers are purchased at \$10.67 each. Similar equipment is likewise available in smaller sizes and suitable for the home portrait photographer. The complete set of backgrounds and frame in Home Portrait size are quoted at \$38.56. The box and frame only are priced at \$21.50 and individual backgrounds at \$8.53 each.





## THE SHERIDAN

A versatile style, adaptable for all general portraiture and especially appropriate for men's pictures.

The gray beveled edge around the opening with a two-tone air-brushed border effect adds a warmth of tone to the portrait. Stocks two-tone gray fabric finish.

The MICHIGAN is a companion to this style in a book folder.

Sizes 3x4 to 8x10—available through your stockhouse.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

*Jerry's*



*Corner*

*By Himself*

Now that The Focus comes out every other month, the editor don't need my help while he's on vacation. If this keeps up, The Focus will be a tri-monthly, come out one month and try the next. Still, that's nothing for you to try about.

✓ ✓ ✓

From hearing the editor talk about his vacation, I get the idea he stopped at a place called Belli-Acres.

✓ ✓ ✓

I've had a vacation too. A Scotch vacation. I stayed home and let my mind wander.

✓ ✓ ✓

Have you noticed that when you get back from a trip in your car, the wheels are less tired than when you started?

✓ ✓ ✓

And have you noticed that while some soldiers have their shoulders on the bars, others have bars on their shoulder!

✓ ✓ ✓

How's this for a sign in front of a recruiting office?

Bring your scrap mettle here.

Or this—

Join the Army and drive a new car.

✓ ✓ ✓

I had a package to deliver to someone in one of those big offices with lots of people. A bunch of girls were working, all chewing gum.

They all looked up when I came in, giving me a 21-gum salute.

Ever see a picture of Coney Island on a summer day? Reminds me of a book—20,000 Legs Under the Sea.

✓ ✓ ✓

How does it happen that so many "wise guys" are working for "dumb clucks"?

✓ ✓ ✓

I suppose we'll have to install studio couches so photographers will be comfortable while they read the ceiling prices.

✓ ✓ ✓

A friend of mine enlisted in the Marines and the sergeant thought he'd have some fun with him and asked if my friend wanted a commission. No, he answered, I'm a bum shot and will work on straight salary.

✓ ✓ ✓

On mules we find two legs behind

And two we find before.

We stand behind before we find

What the two behind are for.

✓ ✓ ✓

On March 14 many years ago a man named Ely Whitney invented the cotton gin. Wonder what it tasted like?

✓ ✓ ✓

The next time you are bored, buy a can of crushed pineapple and try to fit the pieces together.

✓ ✓ ✓

I don't eat hash when away from home because I don't know what's in it. I don't eat hash when home because I know what's in it.

✓ ✓ ✓

Hope you're the same.

JERRY.



## Retouching

*As You Like It*

MAIL ORDERS INVITED

ANNE ROSTON

LAKEVIEW WAY - EMERALD LAKE  
REDWOOD CITY, CALIF.

## Photographers

Write for 1942 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

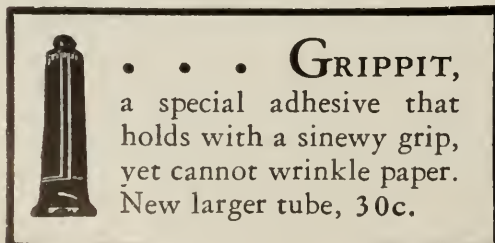
VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## For Sale

Portrait Studio in Marin County doing high class work and commanding good prices. Well established business near large Government Defense Project and Army Air Field. \$900.00 cash will handle. Balance, terms.

Box 1326

THE FOCUS



• • • **GRIPPIT**,  
a special adhesive that  
holds with a sinewy grip,  
yet cannot wrinkle paper.  
New larger tube, 30c.

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

H. S. JOHNSON

*Airbrush Artist*

PHOTOGRAPHER

Telephone TEmplebar 1532

532 Sixteenth Street

OAKLAND, CALIFORNIA

*Keep It*

**DARK!**

Lives are lost through conversation.  
Here's a tip for the duration  
When you've private information,

**KEEP IT DARK!**

## Spotting Scopes for General Use

Spotting Telescopes derive their name from the fact that they are used extensively by rifle shooters for spotting shots on the target and reading wind conditions. They are, however, regular telescopes in every respect, compact and highly precise. Because riflemen buy so many of them, their cost is exceedingly low in comparison to the high quality. The prices are less than half of those of the old long tube telescopes, although optically these spotting telescopes are as good or better, and mechanically more convenient.

Consequently, Spotting Telescopes have found wide use as general observation instruments at summer homes, mountain camps, observation balconies, and the like. They are ideal for watching water-fowl and for other long-range bird study. Amateur astronomers, and professionals, too, buy many of these telescopes. For hunting in mountain country, they become a necessity, once used. Spotting Telescopes have special purposes in our defense program, as well as being used by industrial inspectors.

In fact, these Spotting Telescopes will answer practically any normal telescope need if within the limits of an 80 m.m. objective or less.

The objective diameter determines the image brilliance at any given power and the detail which can be resolved. The 65 m.m. instrument, therefore, is the most desirable of the three smaller scopes for general observation, target spotting and bird study. Because a high power eyepiece has a short focal length, it is mechanically impossible to equip

the 65 m.m. Telescope with a 36.5X eyepiece as on the 50 m.m. model.

The 50 m.m. Spotting Telescope is the one to be chosen by the amateur astronomer. Also, it is the most popular for the other purposes mentioned above because of its lower price. Its brilliance and resolving power are proportionately lower than the 65 m.m. Telescope but in all other respects they are equal. The smaller over-all size of the 50 m.m. recommends it for some uses.

Detailed list sent on request.



## TAKE IT WITH YOU—

**That's Your Gift of Necessary Rubber  
to the Fighting Men of Our Swiftly  
Growing War Machine!**

Fighting units move on rubber these days. The old "boots, boots, boots" cadence is a thing of last resort. The Nazi horde moves swiftly and with ferocious might. The Japs no less.

And our troops, too, must meet the challenge with equal or greater speed. And with greater might. They need rubber for their motorized divisions, for transport by land, for supply lines, for mobile artillery. They need rubber.

Perhaps you can't take part in the actual fighting, but you can help the lads at the front. You can carry small packages, saving the tires on delivery trucks so there will be more rubber for the grim business on our battlefield.

Certainly it's not too much to ask. Just remember, when you make a purchase and the package is not too large—**TAKE IT WITH YOU!**

*(San Francisco Shopping News)*



# SCIENTIFIC TRIMMING BOARD

*The New Modern Board*

Attractively finished in red, white and blue

## Special Features

Patented adjustable sliding guide easily and accurately adjusted to any size. A slight turn of the red plastic knob either loosens or tightens this guide. Very handy for those who cut multiple papers of any one given size. May be completely removed if desired.

The board is made of the finest quality selected birch. Brightly finished and polished in navy blue. Has heavy white measuring markers with rule at both top and bottom. This navy blue and white contrast is easily read in the dark room under either red or green light.

Has a safety no-drop knife which allows freedom of both hands and prevents accidental injuries. Has high grade tempered steel self sharpening blades which can be easily removed for additional sharpening if desired. Has a newly designed streamlined pistol grip handle allowing easier, safer and more accurate cutting.

*Available in the following sizes:*

8-inch ..... \$3.50    10-inch ..... \$4.50    12-inch ..... \$6.00

## Uncle—Please Remit?

When the Washington Monument was being built, California passed a resolution to send a block of stone, native to this State, for inclusion in this monument. A William L. Smith mined a block of gold quartz and it was sent to Washington. This block stands 120 feet above the ground, with the inscription: "California, Youngest Sister of the Union, Brings Her Golden Tribute to the Memory of Its Father." Mr. Smith submitted his bill for this block, totaling \$934.40, to the State and this amount was paid for out of the 1850 bond issue, and since this is still an outstanding debt, that part of the Washington Monument has not, as far as California is concerned, been paid.

Black-out paint on glass windows will absorb enough heat in time to crack the glass.

## Revealing Photography

Using color film and telephoto lenses, Army aviators can take photographs at an altitude of 25,000 feet that show submarines, mines, camouflaged buildings and individual animals. From an elevation of 10,000 feet, another mapping device produces stereoscopic pictures that tell the height of an object with an accuracy of eight feet.—*Collier's*.

## Unborn Babies Photographed

Among the latest coin-operated devices is the infantograph, which takes separate photographs of a young man and his sweetheart and then, by superimposing the negatives on one of a baby, produces a picture that purports to show how a child would look with their combined features.—*Collier's*.

# Bargains for the Photographer

*(Offered subject to prior sale)*

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request

Pako Roll Film Cutter. Really a new machine. Cuts film and time.

Bargain Price .....\$25.00

No. 2 Korona Home Portrait Stand.  
Bargain Price .....\$14.75

5x7 Auto Focus Enlarger with KA projection lens, paper holder and switch.

Bargain Price .....\$115.00

Beattie Porto Pan Lighting Unit. A portable unit for four high intensity incandescent or flood lamps. Includes stand, screen, but no lamps.

Bargain Price .....\$33.50

Film Pack Hangers. Only a few left.

Bargain Price.....75c each

Monel Metal Hanger Rods for stoneware tanks. Last chance. Standard sizes.

Bargain Price.....25c each

Dean Incandescent Light. Consists of three fluorescent tubes mounted triangular style, and one incandescent lamp which may also become a spot.

Bargain Price .....\$49.50

10" Late Model Studio Trimmer. Like new.

Bargain Price .....\$3.25

Halldorson 4-Lamp Studio Cabinet with two each 1500-watt blue and clear globes. One of the best all-around lamps ever used.

Bargain Price .....\$65.00

Portable Fluorescent 8-Tube Outfit in case, with case.

Bargain Price .....\$45.00

Cooper Hewitt P Tube Stand and Transformer combined. Designed for 50-inch tube; excellent for copying or blue printing. No tube supplied at

Bargain Price .....\$49.50

11x14 Century View Camera and case. Double extension bellows. Includes one plate holder and two kits to 8x10.

Bargain Price .....\$45.00

Century Studio Camera Vignetter.  
Bargain Price .....\$6.50

Sun Ray Metal Home Portrait Stand. Very useful.

Bargain Price .....\$13.50

7x11 View Camera with double extension, carrying case, RR type lens and shutter, six holders.

A Real Bargain.....\$25.00

11x14 Crown Printer. Well known to thousands for dependable service.

Bargain Price .....\$59.50

5x7 Auto Focus Enlarger. No lens, but with paper holder and foot switch.

Bargain Price .....\$69.50

Gamma D Atomic Fine Grain Developer, approved by Mortensen. Quarts now at—

Bargain Price.....30c each

"The Complete Press Photographer," by Bell, with many illustrations of valuable, newsy subjects.

Bargain Price .....\$1.25

4x5 to 3 1/4x4 Lantern-size Wood Reducing Kits.

Bargain Price.....15c each



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request

14x17 Heavy Print Frame with glass; fine condition.

Bargain Price .....\$5.50

Mole Richardson Professional Studio Lamps on 6' roller stands. Designed for use with any mogul base lamp up to 1,500 watts. Reflectors measure 12½x20. Complete with necessary adjustments.

Bargain Price.....\$18.50 each

Pair 14" Condensers, in book mount, new condition.

Bargain Price .....\$65.00

Sunray No. 40 Studio Lamp, designed for 2 No. 4 flood bulbs, or two 1,000-watt T 20 lamps. Has high, low and medium selective switch, diffusion screen and side wings. Mounted stand can be elevated to 10 feet.

Bargain Price .....\$37.50

Vakagraph Border Printer, complete with masks.

Bargain Price .....\$49.50

No. 3 Ideal Print Washer for 11x14 and smaller prints.

Bargain Price ..... \$6.50

Swing Reflector like you should have in your camera room with a swing frame with two individual reflectors or screens, black on one side and white on the other. Each screen measures 35x40 and the frame is made of metal mounted on rollers. The price is only.....\$12.50

You can get terms on any bargain item in this number of The FOCUS. Tell us what you would like to pay.

11x14 Steel Enamel Trays—seconds, but quite desirable.

Bargain Price.....\$2.00 each

4x5 Grover View Camera, a single track type of modern camera. Chrome and aluminum finish. Like new.

Bargain Price .....\$55.00

Folding Retouching Stand, like new.

Bargain Price .....\$3.50

Memo (35 m/m) Single Frame Printer.

Bargain Price .....\$12.50

Filmaster Enlarger for 2¼x3¼ negatives or smaller. Has F 4.5 lens.

Bargain Price .....\$37.50

No. 2 Crown Tripod—professional size. Very rigid and quite compact.

Bargain Price .....\$9.50

Sharman Tripod.

Bargain Price .....\$6.50

1A Semi-Centennial Stand. Seldom have one.

Bargain Price .....\$59.00

Five-Gallon Stoneware Storage Crock and Lid.

Bargain Price .....\$3.50

Two-Gallon Stoneware Storage Crock and Lid.

Bargain Price .....\$1.50

9x17x42 Stoneware Tanks. Only two, each of 29-gallon size.

Bargain Price.....\$18.00 each

24x42 Wood Sink, with slat rack at bottom. Reinforced by rods. Furnished with one quart of Probus Paint.

Bargain Price .....\$8.50



## Use **KODAK PREPARED DEVELOPERS**

**M**ADE of the finest chemicals, perfectly balanced for best results. Always ready—just add to water and stir. Always fresh—packed in sealed metal or glass containers. Economical—there's no spoilage from deterioration of chemicals in open bottles. Processing troubles disappear when you use Kodak Prepared Developers.

EASTMAN KODAK COMPANY, Rochester, N. Y.



For Salon Print quality enlargements, use

## **KODABROMIDE**

Kodabromide is a full-scale enlarging paper having wide exposure latitude. It develops fast, with great brilliance, and always gives the same rich black tone. Thirteen attractive grades to choose from.

**EASTMAN KODAK COMPANY, ROCHESTER, N.Y.**



# THE FOCUS

*Published Bi-Monthly in the Interests of the  
Photographic Industry*

VOL. XVIII

SEPTEMBER-OCTOBER, 1942

No. 9



BOY WANTED!

CALIFORNIA  
LIBRARY  
OCT 15 1942  
RECEIVED  
ACADEMY OF SCIENCES  
WITHDRAWN  
CALIFORNIA ACADEMY  
OF SCIENCES - LIBRARY

*Published by*  
**HIRSCH & KAYE**  
SAN FRANCISCO





*Defender Tested Chemicals*

**FOR DEPENDABLE RESULTS**



**W**hen you know that the film in your camera holds a great picture, you can entrust it with confidence to Defender Chemical Preparations for development. Purity and uniformity that are determined by exacting laboratory analysis and control insure dependability.

**DEFENDER PHOTO SUPPLY CO., INC. ★ ROCHESTER, N. Y.**

*Defender*

# THE FOCUS

Prepared and Published  
Bi-Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE  
239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

VOL. XVIII

SEPTEMBER-OCTOBER, 1942

No. 9

## INTRODUCING—



CLARENCE E. GRAVES . . .

Mr. Graves is a native of Ludington, Michigan. He is a descendant from a family of five brothers of this name who came from England many generations ago. His early life was quite similar to that experienced in an average family of four brothers and two girls living on a farm. Small for his age, he did not readily take to farming.

While still uncertain as to what he would like to be in later years, the casual visit of a traveling photographer made the decision for him. This photographer visited the school to make pictures of the class. The boy was much fascinated by the photographer and received a real juvenile thrill when the photographer permitted him to look under the focusing cloth and see the class lined up, and standing on their heads.

He first purchased a camera which took one 2x2 plate for 65 cents. At this time the family was located in Coleman, Michigan, where his father operated a cheese factory. One day his father became quite ill and the boy was called on to take over the factory which he did for two years. During this time he continued high school and his interest in photography.

In 1907 his father's health improved and the family moved to Oregon, locat-

ing in Joseph. The same year Mr. Graves opened his first studio which he operated in Joseph for four years. Then he moved to Sunnyside, Washington, and here sent for the girl who four years previously had arrived from England. Mr. and Mrs. Graves then left Sunnyside and located in La Grande for four years and in 1916 purchased the Clive Studio in Pullman, Washington.

Mr. Graves tells us he is a photographer by choice but could enjoy making cheese.

He declines to tell very much about himself but we have reason to believe that his customers would say nice things about him. The family consists of Mr. and Mrs. Graves and a daughter, Phylis.

We did learn that Mr. Graves has made a series of pictures of Hell's Canyon in Idaho, described as the deepest canyon in North America. The *Geographic Review* has published these pictures. Perhaps this explains why Mr. Graves is interested in photography in natural colors.



A CONFERENCE is a group of men, who individually, can do nothing, but as a group can meet and decide that nothing can be done.



A STATISTICIAN is a man who draws a mathematically precise line from an unwarranted assumption to a foregone conclusion.





## *Compelling Portraits . . .*

SUCCESSFUL studio owners reflect their product's value in the use of quality material. The finished portrait, to be compelling must combine with the artistry of the photograph an appearance of good breeding. And in the complete ensemble, the mount used determines the rating of your product in the public's esteem.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors Gross Mountings*

## Questions and Answers On Preference Ratings

Q. Should customers, who cannot now extend preference ratings, make application for a rating to the War Production Board?

A. No. We want to obtain all the ratings we can under the present rulings, but applications for individual ratings should not be filed with the War Production Board.

Q. Does this mean you will not sell customers who cannot extend ratings?

A. No. We are going to make every proper attempt to continue to supply films, papers, and chemicals without ratings, but want to obtain all the ratings we can under the existing regulations.

Q. Does this mean we cannot obtain film, paper, and chemicals unless we can obtain a preference rating?

A. Not at the present time, but preference ratings should be furnished by all customers who can extend them.

Q. Many customers place telephone orders and do not confirm them in writing. May we place verbal preference ratings?

A. No. Preference ratings are useless unless properly extended. We must have confirming orders to which our cus-

tomers have applied ratings in the prescribed manner.

Q. Some customers, who have blanket "P" orders, insist no preference ratings should be applied to orders for film or paper as they can be obtained without a rating. Is this so?

A. Many raw materials used in the manufacture of these items require preference ratings to obtain. If customers can extend ratings, they should do so.

Q. Do customers have to apply for the Preference Rating Order P-100 from any government agency?

A. No. If they are a producer as listed in the order, they may apply the A-10 rating under the terms of the order.

Q. Where can we obtain additional information, if required?

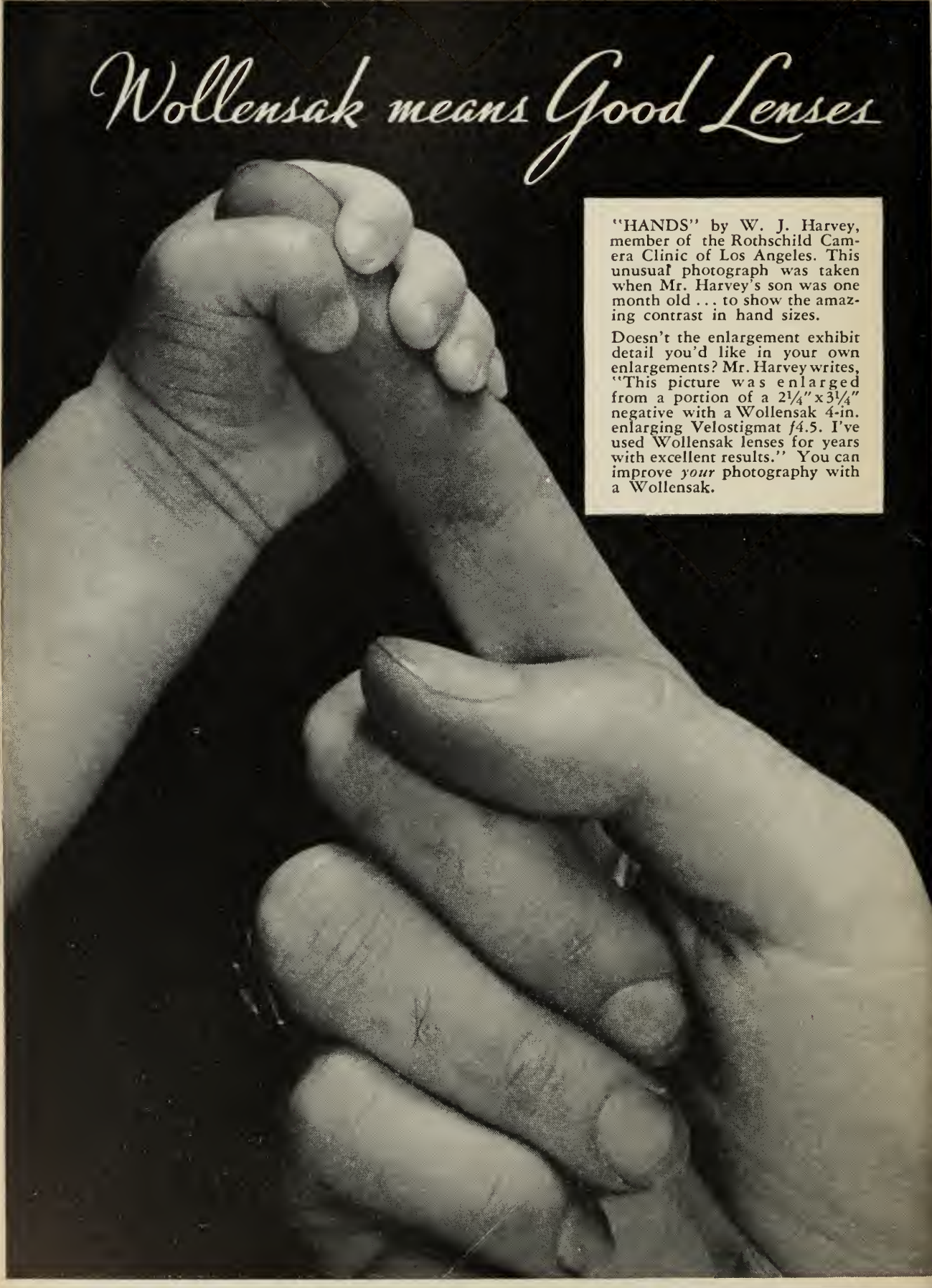
A. From your local War Production Board office or write to us.

Q. Do you require preference ratings on X-ray and Dental X-ray Films?

A. If the films are for industrial use, yes. If for health use, not at present as we now obtain materials for health supplies under Health Supplies Rating Plan.



# Wollensak means Good Lenses



"HANDS" by W. J. Harvey, member of the Rothschild Camera Clinic of Los Angeles. This unusual photograph was taken when Mr. Harvey's son was one month old . . . to show the amazing contrast in hand sizes.

Doesn't the enlargement exhibit detail you'd like in your own enlargements? Mr. Harvey writes, "This picture was enlarged from a portion of a 2 $\frac{1}{4}$ " x 3 $\frac{1}{4}$ " negative with a Wollensak 4-in. enlarging Velostigmat  $f4.5$ . I've used Wollensak lenses for years with excellent results." You can improve *your* photography with a Wollensak.

For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**



## Tips on Fluorescent Light

In using Fluorescent Light for the first time it must be understood that this light has certain characteristics not found in any other type of portrait illumination.

In the first place, the light is pleasant and easy on the eyes of the sitter. It is cool and therefore ideal in warm weather, not to say anything about its economy. A large Fluorescent Lamp of 8 tubes, 36 inches long, consumes only 240 watts.

Many people make their own Fluorescent Lamps only to find out that they do not get roundness in their pictures. This is due to home made reflectors. The secret of Fluorescents for portraits is in the reflector. An Alcite reflector or some like material must be used and it must fit the tube perfectly.

Fluorescent Light is soft and therefore shadows are not heavy; so don't use too many reflectors. In making head and shoulder or bust pictures the lamp should be worked close to the subject. The distance from light to subject should be the diagonal of the light area. There are many ways the lights may be used, so experiment a little. On account of its covering power and ability to illuminate shadows, be careful and do not bring the light too far in front of subject or you will get flat lighting.

If you are using two fluorescents, do not illuminate the shadow side as much as you would with Mazdas.



Brother, if you want to help  
Uncle Sam lick those  
Yapping mad-dogs, those

Would-be world conquerors that  
Attack from the  
Rear, invest your extra

Bucks temporarily in armaments. It's  
Only a loan, mind you. Uncle Sam  
Needs it now, but  
Don't worry—you'll get it back after he  
Secures our freedom

**AND STAMPS** out the Axis!

## For Some Synchronizers . . . NO!

There are now in use thousands of synchronizers designed for use with Synchro-Press lamps and people are still asking if it is possible to adjust the timing of these synchronizers so that SM lamps may be used in them. The answer is "No." Most synchronizers designed for use with 20 millisecond lamps may be adjusted to some extent but we know of none that can be adjusted so that all delay is eliminated—which is what is required in order to synchronize SM lamps made by General Electric Co.

At present there are available no synchronizers of the professional type which will give satisfactory results with SM lamps. Professional synchronizers are those which trip the shutter by means of an electromagnetic tripper mounted on the lens board of the camera. Amateur synchronizers are those which operate through the cable release outlet on the camera shutter.

Among synchronizers designed for amateur use, the following will give satisfactory results with SM lamps:

Kodak Junior  
Kalart Compak Passive Speed Flash  
Victor SM  
Hipco Synchro-Matic Flash  
Flash King—Model SM

Among the small inexpensive cameras with built-in flash attachments which work well with SM lamps are the Brownie Reflex Synchro Model and the Agfa A-8 Cadet Flash (formerly known as the Agfa Sure-Flash). The Argus C-3 (a more expensive camera than the two just mentioned) will also work well with SM lamps so far as synchronization is concerned at speeds up to and including 1/100 second.

The following small flash cameras are not designed to operate with SM lamps:

Agfa Chief  
Agfa Pioneer  
620 Flash Brownie  
Falcon-Abbey Electricamera.



## Ceiling on Finishing

Notwithstanding a national press release of August 14, in which it was announced there was no ceiling on photo finishing, we now have a bulletin in which photographic services such as film developing are covered by ceiling prices. By writing to the War Price and Rationing Board, located at 350 California Street in San Francisco, you may obtain additional information by requesting the bulletins—Maximum Price Regulation No. 165 and Revised Supplementary Bulletin No. 11.

We quote from Section 43, Maximum Price Regulation No. 165:

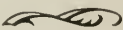
“Photography services as follows: copying, developing, enlarging, exposing, printing, or taking of all still camera films and plates; developing, exposing, printing or reversing of motion picture films; color and monochrome printing from color transparencies; editing, splicing, titling, or toning of motion picture films; mounting, retouching, tinting or toning of films and prints; vaporating or other preservative treatment of films; repairs or services to or rentals of photographic equipment, or rentals of film subjects.



## Corks

In some darkrooms, developer and Hypo tanks are emptied by the removal of a cork. It is better that this cork be pushed into the hole from the inside of the tank rather than from the wash water side. This minimizes the danger of premature leaking or emptying of the tank.

The weight of the chemical solution tends to push the cork into the hole, rather than push it out. A cork so inserted may be removed easily by poking it into the tank with the blunt end of a pencil.



## Screens

It is generally known that the manufacture of screens for motion picture

use and slide use has been stopped. Fortunately, our supply of screens contains a greater quantity and assortment than found elsewhere for the reason that we feature more than one line of screen.

We particularly have in mind the Raven screen which is so well liked that it is usually preferred by most of the larger theaters in this country. Many movie enthusiasts, including the editor, use a Raven screen with much satisfaction. When you think of screens, think of HIRSCH & KAYE as your source of supply.



## The Front Page

We are indebted to Defender Photo Supply Co. for that picture on the front page. Pictures like this help us forget priorities and the war. It was made from a Velour Black print on Defender film, by Stewart Comfort.



## Rubber Gloves

New supplies of rubber gloves have arrived and we find these an improvement over any previously stocked. We have in mind No. 75-L Neoprene Latex Rollprufs. These gloves are offered in sizes 8½ and 9 at regular price of 50c a pair. They resist age, air, light, temperature changes, oils, grease, lubricating jellies, and germicides. They are extremely sensitive to touch.



When projection prints are being made with no margin, several strips of Scotch Tape fastened to the easel, sticky side up, will hold the paper in any position, securely and absolutely flat. It beats the thumb tack method since it gives a clean print-edge.



This world is not a prison house, but a sort of kindergarten in which millions of confused infants are trying to spell God with the wrong blocks.—*E. A. Robinson.*

## GENERAL ELECTRIC MAZDA PHOTO LAMP CHANGES

### PHOTOFLASH LAMPS

The General Electric Company has increased the ratings on two photoflash lamps—the SM and Mazda No. 31. The increased values have been built into these lamps for some time. For this reason the lamps now in stock carry the new ratings.

The peak lumens of the SM photoflash lamp have been increased from 700,000 to 800,000 lumens. Even though there is no total lumen seconds increase the change permits a faster flash because of a higher peak lumen value and shorter flash duration (approximately 1/200 second).

The Mazda No. 31 lumen second rating has been increased from 70,000–80,000 to 80,000–90,000 lumen seconds. This greater light output will assure greater negative density with the usual application technique.

### PHOTOGRAPHIC ENLARGER LAMPS

Owing to wartime restrictions, the white opal bulb used in making photographic enlarger lamps is no longer available. In the future the photographic enlarger lamps listed below will be supplied with a white ceramic coating which is a permanent finish having essentially the same transmission and diffusion characteristics as the white opal glass. We are calling this change to your attention and assure our customers that photographic enlarger lamps with the new finish are substantially equal to the opal bulb both from the standpoint of uniformity of illumination and printing speed.

The photographic enlarger lamp numbers included in this change are:

211 .....	75-watt	301 .....	300-watt
212 .....	150-watt	302 .....	500-watt
213 .....	250-watt	303 .....	500-watt
	50-100-150 Three-Light		



### Gem Camel's Hair Brush

Here's a handy, double-purpose brush that is selling in tremendous quantities. A fine camel's hair brush is attached to a rubber-blower bulb. The blower roots out all small particles, and the brush whisks them away. May be used for cleaning lenses, negatives in enlargers, apertures of movie and "still" cameras.

**\$1.10**



## A Most Effective and Economical Source of Ultra Violet Radiation

For illuminating fluorescent costumes and backgrounds in theaters, at parties, on the stage, the Wonderlite Ultra Violet Lamp is a perfect light source. The lamps may be installed in footlights or ordinary reflectors. The illumination is effective for good distances and produces brilliant effects.

In the study of minerals, Wonderlite Ultra Violet is very helpful. It is particularly effective on such minerals as Fluorite, Hyalite, Wernerite, Semi-Opal and Willemite.

**For crime detection laboratories, chemical compositions, etc., where it is applicable in the study of stains, spots, etc., the Wonderlite Ultra Violet Lamp is exceptionally helpful.**

In working up spectacular displays with fluorescent paints, this lamp is very effective and practicable. It provides the "Black Light" required for startling effects in the dark. The low cost, high efficiency and long life of this ultra violet light source now make possible rapid progress in this field, which has long been retarded.

Most Ultra Violet light sources are expensive, and require expensive equipment for their use. The Wonderlite U. V. Lamp requires no transformers. Its rays are harmless to the eyes. Its use entails no special cautions except to protect inflammable material from contacting it while it is "on." Longer life and greater efficiency may be obtained when good, well ventilated reflectors are employed.

<i>Size</i>	<i>Bulb</i>	<i>Watts</i>	<i>Voltage</i>	<i>St. Pack</i>	<i>Base</i>	<i>List Price</i>
50 hr.	A21	300	105-120	60	Medium	\$2.00
200 hr.	A25	325	105-120	48	Medium	3.00

*In stock at HIRSCH & KAYE*

### English Retailers Receive Board of Trade Assistance

London.—Seeking to give established photographic goods retailers the utmost protection, the Board of Trade recently has taken several important steps. Most drastic regulation is a new order under terms of which no new camera shops may be set up except under Board license and existing shops will not be permitted to sell goods they have not sold in the past. Directly the order implies that no premises may be used for the sale of photo goods after January 1, 1942, if such goods had not been sold at the location prior to October, 1941. Exception is made in the case of a retailer whose store has been bombed and

wishes to start in business again in a new location.

### Marshall Oil Colors Rainbow Set

A new set, similar to Marshall Academy set, but in miniature. Contains the following:

- 15— $\frac{3}{8}$  x  $1\frac{1}{2}$  Tubes of Colors
- Tube of Extender
- Vial of Marlene
- Vial of P.M.S.
- Skewers
- Cotton
- Direction Sheet

Price per set, \$2.00

HIRSCH & KAYE have it  
No old tubes necessary to buy it.

# TODAY'S ADVERTISING ASSURES TOMORROW'S JOBS

By EMIL BRISACHER

It is to the public's interest that business continue advertising now—else it find itself without a demand for its products in the post-war days—and that would produce widespread unemployment. Today's advertising is job insurance for millions of tomorrow's workers!

Fortunately, business believes in the future of America and that there will be opportunity ahead for itself and its employees. That is why so many companies are continuing their advertising today, even though in many instances, they have little to sell to present-day purchasers.

Business lets its hair down to me—both big business and little business—because when it talks with me it doesn't talk for publication, but to share its problems and aspirations.

My respect for business has grown and grown since our entry into the war because its attitude is "come what may, we are all-out to win this war, even if it costs us our last penny." I have yet to see business wince when priorities wipe out for the duration the achievements of a lifetime. I have watched business toil twelve to eighteen hours a day—Sundays and holidays, too—not for profits, but to help create added impetus for the war effort or to maintain pay roll. I have seen the test tubes of business surpass the magic of Aladdin's lamp with adequate substitutes for prohibited or lost ingredients—and I am told that "you ain't seen nothing yet!"

I am describing the business that the public seldom sees or reads about. Those men who head corporations never make the front page even though they give their all in order that employment may be assured—now and in the future. Unfortunately, only the tiny minority that pursues the unholy dollar illegitimately, is talked about. How can the public know that these no more typify business than does any criminal typify the American citizen!

Out of today's maelstrom will come a renaissance—a rebirth of men's desires—a fulfillment of the dreams of the masses.

Homes that will make life worth living—automobiles of undreamed of design and practicability—new foods that will make us healthier—all cheaper, better made—within everyone's income to own and enjoy.

The next time you hear men talk of future ghost towns and idle factories, remind them that today we are all-out to win the war—and as for the future—tip them off to what business is doing—that it will be all-out for us then, as now! We are all going to be richer then—not with dollars in the bank, but with a fuller life.



A solution for treating glossy prints in preparation for retouching or spotting:

Distilled water	500 cc.
Egg Albumen (powdered)	10 grams
Ammonia Hydroxide	25 cc.

Do not heat the solution while compounding.

A SMALL TOWEL fastened by thumb tacks to the top of the easel on which you do your oil-coloring, is quickly draped over the print when you are called away from the job. Since dust has an affinity for wet paint, this little hint will prove useful.



# PLUS SERVICES

*are you using them?*

Mallinckrodt research and manufacturing experience have always been directed toward supplying you with the best chemicals available for your use. We also feel that it is a part of our job to help you make the best possible use of those chemicals. Among such *plus* services are the following —

**1. "The Chemistry of Photography"**—a working manual for darkroom use, revised for the third time and brought up to date—100 pages of condensed information in easy reference tables, toning, intensification, reduction, common chemical troubles, how to detect and avoid them—worth several times its cost—50c postpaid, anywhere.

**2. Mallinckrodt Photo Bulletin**—a free publication mailed six times a year, each issue including outstanding specimen of some unusual work, done by a leader in the field. These bulletins suggest little-worked or overlooked fields, or new fields in photography, with details of production. If not on our mailing list, a postal card request with your name and address will be sufficient.

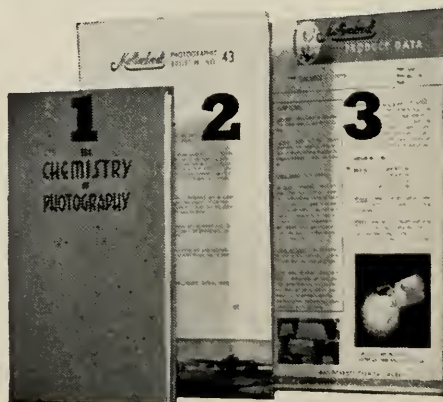
**3. Product Data Units**—contain detailed information on the nature, use and care of most of the common chemicals used by the photographer. If you are having difficulty with any certain chemical, it is likely that we have one or more Data Units that will give you detailed and helpful information. A postal card request will be sufficient.

## MALLINCKRODT CHEMICAL WORKS



MALLINCKRODT STREET  
SAINT LOUIS, MISSOURI

74 GOLD STREET  
NEW YORK, N. Y.



## Puffs From The Old Briar

On cool September evenings  
 When the stars were in the sky,  
 We rambled through the neighborhood—  
 My shaggy dog and I.  
 He was Scotty, heart and sinew,  
 And I let him run at will,  
 When we reached the open landscape  
 Where the long path takes the hill.

As we sauntered on together  
 In a chummy sort of way,  
 I would call him "rogue" and "rascal"  
 If he had a mind to stray;  
 But he blithely ran before me,  
 And in answer wagged his tail,  
 As the chill moon nodded westward  
 O'er the old familiar trail.

We had happy times together  
 In the cool dark autumn night,  
 As we gypsied through the suburbs,  
 Leafy bough and patch of light,  
 And I wanted none to speak to,  
 And I wanted none to hear—  
 Just a bark to break the silence  
 When I knew he lingered near.

Swift he came to every summons,  
 Eager, breathless, he would stand  
 If I scolded, and as quickly  
 Stopped to pat him with my hand.  
 And quite conscious of the gesture,  
 He would wag his tail and run,  
 'Til I whistled him beside me  
 When our little walk was done.

Ah, I loved him all too dearly  
 Which the old rogue seemed to know,  
 And if dogs have souls he had one,  
 And his soul was white as snow;  
 And his jaunty air of breeding,  
 And his pluck revealed to me  
 I was master of a fellow  
 Who could boast a pedigree.

Now in loneliness I wander  
 On the old familiar trail,  
 When the autumn stars are shining,  
 And the autumn moon is pale.  
 And I whistle in the silence  
 And expectantly I stand,  
 As a dear old shaggy phantom  
 Comes to lick my drooping hand.



## General Preference Order M-154

### First Step Taken to Control Distribution of Film in Photographic Industry

Washington, D. C.—The growing importance of plastics in the war effort was reflected by the action of the Director of Industry Operations of the War Production Board in taking control of the distribution of thermoplastics which include cellulose acetate and cellulose nitrate used in film production.

Thermoplastics are in great demand for war production, being used extensively in the manufacture of plane and tank parts, gas masks, radios, fire control instruments, helmets for parachute troops, goggles, ship instruments and a variety of other products.

The order, M-154, issued by the WPB, sets up a "ladder of uses" to govern the distribution of all types of thermoplastics to all users.

Civilian uses are divided into four classes.

#### Classifications

War orders will be filled first, and without restrictions; then Class I orders to the extent available. After Class I orders are filled the remaining available supply is to be used to fill Class II orders up to 50 per cent. Any residual supply over 50 per cent is to be divided equally between unfilled Class II orders and Class III orders.

Until September 1, Class IV will be considered a part of Class III. After that date the use of thermoplastics in the manufacture of articles in Class IV will be prohibited.

Class I includes professional motion picture equipment and film, professional photographic equipment and supplies, including portrait, commercial, and graphic arts, cut films, microfilm machines (as part of business machines), and photographic microfilms.

Class II comprises such uses as have been considered essential for the convenience and welfare of the civilian population, such as commercial equipment, household appliance, and essential personal items. No photographic items are listed in this class.

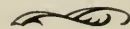
In Class III photographic items include amateur equipment and supplies, roll films, film packs, and 8 and 16 mm. reversal films.

Class IV includes items which are primarily novelty or ornamental, or definitely nonessential, and no mention has been made of any photographic goods in this class.



## Export Control on All Photographic Film Tightened

Washington, D. C.—The Office of Exports has notified Collectors of Customs that, effective immediately, all general licenses authorizing the exportation of *unexposed or raw photographic film and dry plates* to destinations other than Canada (G-1) and Newfoundland (G-47) are revoked. These revocations and the following provisions relative to the exportation of photographic film do not, however, apply to shipments if on dock, on lighter, or laden aboard the exporting carrier, or shipments in transit to the port of exit pursuant to orders for actual export.



## ProPel-RePel Lens Brush

It's a beauty—in appearance as well as performance. Extra long and extra soft camel's hair, set in an attractive, rustproof metal case. Handy propel-repel type—a twist of the wrist and the brush is in or out. May be used on even the most delicate of lenses—and it won't scratch. Small size, convenient to carry.

Price, \$1.00

## We Promise Our Best, But—

This is our last opportunity frankly to comment on conditions that will prevail during your Christmas season. It will be well for you to read this article and try to see the situation we present, for we have good and many reasons to believe that the full impact of the war upon the metropolitan areas like San Francisco, Los Angeles and Portland, are not yet fully realized by people in inland communities.

A chart of orders and transactions of a normal year, shows a striking upturn in October and November. This year, a similar upturn is expected in the increase in number of orders handled, but a chart of facilities for handling this rush, would show an equally striking drop. In addition, the nearby local shipyards have lured away a greater number of our people. It is just about impossible to obtain replacement of these people, with help of any kind, and to find people with experience is expecting a miracle. In some departments, help is 100 per cent new and in every department we have more or less new and inexperienced people.

If this were all, we could still give you good service, but it's only the beginning. Transportation of outgoing shipments is restricted to one pickup a day. Parcel post shipments move more slowly than ever, and shortages of merchandise is a complete story for another book.

What we're trying to tell you is that you cannot let your stock of films, papers, chemicals and mounts run low and expect us to make good with shipments of preferred nature. The personal responsibility of each photographer is definite, and the man who will enjoy the best service this season, is the man who orders sooner, rather than later.

This war is making realists of most of us, and much as you may wish to have transactions handled as you think they should be, the fact remains that we must work with what personnel, stock, shipping facilities and prevailing conditions will permit.



## Plodders

The late Justice Cardozo once said that he was an example of "plodding mediocrity." He said that he was an ordinary person and that such progress as he had made was the consequence of being on the job every day.

This accounts for nearly all success. The best jobs and the largest fortunes are in the possession of ordinary people. Nearly anyone who will knuckle down to hard work in one place can make a fair success of his life.

The saddest failures are found in the ranks of men of more than ordinary ability who shift jobs so often between the ages of twenty-five and forty that they have no firm hold on any job or any business. By the time they are ready to settle down they find that they can't dislodge the pluggers and the stickers. They have to take marginal positions that exist only in time of general prosperity. Necessarily they are the last to be hired and the first to be laid off.

Too often young men are impatient. They get discouraged because they don't double their pay in a year. They should take a longer view of their careers.



A CONSULTANT is a man who knows less about your business than you do, and gets paid more for telling you how to run it than you could possibly make out of it, even if you ran it right instead of the way he told you to.



# "Sussman Mounts Are Paramount"

## Astoria Folder

Pure White Rag Stock—Deckled Edge—  
Slip-in Style

Customers occasionally want a black and white, or blue black print of their portrait, and to supply this requirement the Astoria is offered. Its faint tint border and plate sink around opening becomingly frame the picture.



Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
3 x 5	5 1/2 x 8	7.75
4 x 6	7 x 10 5/8	11.00
6 x 4 Group	8 1/4 x 7 1/4	12.00
5 x 7	8 x 11 3/4	12.25
7 x 5 Group	9 1/8 x 8 1/8	12.50
6 1/2 x 8 1/2	9 1/4 x 12 1/2	15.50
8 1/2 x 6 1/2 Group	11 1/4 x 9 3/4	15.75
8 x 10	10 3/4 x 14	17.50
10 x 8 Group	13 x 11 5/8	18.00
11 x 14	14 x 18 1/2	34.00
14 x 11 Group	17 x 15 1/2	34.00

Boxed in 100's, 3x4, 3x5, 4x6  
Boxed in 50's—All Other Sizes

## Midvale Easel

Gray and Neutral—Black and Silver—Black and Gold—  
Coated Stock—Crushed Edge Underlay—Slip-in Style

Attractiveness sells more pictures. The MIDVALE EASEL enhances the portrait but does not detract any attention from the portrait. Made in a complete range of sizes. Exceptionally reasonable at today's prices.



Print Size	Outside Size	Price per 100
3 x 5	4 3/4 x 6 5/8	\$ 7.00
4 x 6	5 5/8 x 8 5/8	9.00
5 x 7	6 3/4 x 9 1/2	11.00
7 x 5 Group	8 7/8 x 7 5/8	12.50
6 1/2 x 8 1/2	9 x 12	17.00
8 1/2 x 6 1/2 Group	11 1/8 x 9 3/4	17.00
8 x 10	10 x 13 1/2	19.00
10 x 8 Group	12 1/2 x 11	19.00

Boxed in 100's, 3x5 and 4x6—Boxed in 50's, 5x7 and 7x5  
Boxed in 25's, 6 1/2 x 8 1/2 and larger

Sample on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

# "Sussman Mounts Are Paramount"

## Kelvin Easel

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—  
Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describe the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention, and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	Price per 100
3x 4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 7.25
3x 5	5 <sup>3</sup> / <sub>4</sub> x 7 <sup>5</sup> / <sub>8</sub>	9.00
4x 6	6 <sup>1</sup> / <sub>8</sub> x 9	10.75
5x 7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	12.25
8x 10	10 x 13 <sup>1</sup> / <sub>2</sub>	20.50
10x 8	12 <sup>1</sup> / <sub>2</sub> x 11	21.00

### KELSEY

Print Size	Outside Size	Price per 100
3x 4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 5.50
3x 5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	6.75
4x 6	6 <sup>1</sup> / <sub>8</sub> x 9	8.50
5x 7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	9.50

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7

Boxed in 25's, 8x10 and 10x8

Sample on receipt of List Price



## Falcon Folder

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert



This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink on the insert around the opening, lends an artistic appearance to your portraits.

Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.75
4 x 6	7 x 10 <sup>5</sup> / <sub>8</sub>	10.50
5 x 7	8 x 11 <sup>3</sup> / <sub>4</sub>	11.75
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	12.25
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	14.50
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	17.00
10 x 8 Group	13 x 11 <sup>5</sup> / <sub>8</sub>	17.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

HIRSCH & KAYE

Distributors



# Attractive New Greeting Card Designs

## You Can Get Volume Greeting Card Business with Eastman's 1942 Production Outfits

The Christmas greeting card is an American institution, and personal photographic greeting cards are being made in increasing numbers every year. Eastman's November advertising in national magazines suggests both indoor and outdoor snapshots for truly personal Christmas Photo Greeting Cards.

This can be big business for you if you promote it energetically.

### Successful Sales Plans

It isn't locality that determines sales. It's merely a matter of promotion and sales effort. Several years of experience have determined that *you have to show samples from the customer's own negatives to make sales*. One finisher has found the following plan very successful. He pushes enlargement sales through the summer and fall; from every negative left for an enlargement, he makes a sample greeting card, files it away with the customer's address, and mails it with a sales letter on October 15. The letter states that the greeting card was made when the customer left the negative for an enlargement, and suggests that, since the picture is probably a favorite one, it would be an excellent subject to use as a greeting card. The letter further points out that there is a wide choice of designs and greetings from which to choose and gives prices for 10, 25, 50, and 100 or more cards.

### Production Outfits

Three Kodak Greeting Card Production Outfits for 1942 offer a wide variety of design and greeting styles.

The No. 7 Kodak Greeting Card Production Outfit is the same as offered last year with the exception of one design which included the year date. This season the date has been omitted. The outfit includes two pressboard masks with paper guide strips and openings for customers' horizontal or vertical 620 negatives and one of the six design negatives provided, three of which are for horizontal and three for vertical cards. The new plastic Kodak Embossing Guide is also supplied.

The No. 8 Kodak Greeting Card Production Outfit differs from the No. 7 in that the greeting negative and mask are one, the opening for the customer's negative being died out, and a paper guide being attached to the negative mask to simplify procedure. The outfit contains twelve of these combination masks and greeting designs. Two vertical and two horizontal masks accommodate 616 negatives, and four vertical and four horizontal masks accommodate 620 negatives. These masks can be used on the Kodak Automatic Printer. The Kodak Embossing Guide is also supplied. Several of the cards made with this outfit will take the Metal Foil Gummed Seals if it is desired to add a bit of color.

The No. 9 Kodak Greeting Card Production Outfit may be used by the photo finisher though it is primarily intended as a camera shop item. It is put up in a Christmas package for sale to amateurs. It consists of four negative masks with greetings and attached paper guide. The negative mask is not died out, but the space for the negative to print through is transparent.

### Christmas Greeting Folders

These folders are popular with people who like to slip a variety of snapshots into mounts that make a simple form of greeting. They are French-fold folders with an embossed design on the front and the word "Greetings." A combined Christmas and New Year's Greeting is printed on the center fold. The front fold has an opening died out, back of which a snapshot is placed. Christmas Greeting Folders are made in three styles with a vertical and a horizontal folder in each. The 620V (vertical) and the 620H (horizontal) are for 2¼ by 3¼-inch prints. The 616V and 616H are for 2½ by 4¼-inch prints. The Min. V and Min. H have a 2½ by 3½-inch opening which accommodates standard miniature enlargements from 35 mm., Bantam and similar small negatives.

The price of the Christmas Greeting Folders, any size, with matching envelopes, is \$1.25 per box of 25 of one size and proportion.

Greeting Card Envelopes are supplied lined or unlined. Specify white or old ivory.

Unlined per 1,000.....	\$4.50
Unlined per 500.....	2.65
Unlined per 100.....	.90

Lined per 1,000.....	\$7.50
Lined per 500.....	4.15
Lined per 100.....	1.30

The No. 7 Greeting Card Outfit produces three designs for both horizontal and vertical negatives.

Price, \$2.15

Wide variety of cards made with No. 8 Kodak Greeting Card Production Outfit.

Price, \$4.25

The No. 9 Outfit has two new and attractive designs each for vertical and horizontal negatives.

Price, \$1.60

### Metal Foil Gummed Seals

Some of the cards in the No. 8 Production Outfit are designed so that a gummed metal foil seal may be placed over the ornament on the card. Six styles of the seals are supplied: Red-gold candlestick, Blue-silver bell, Red-gold M, Blue-silver B, Green-gold tree, Red-silver Santa Claus. Packages of 100 of one style list 30 cents each.

### Azo Paper for Cards

Size 4¼ by 5½ double weight, E, G, or P, straight or deckle edge.

	<i>List</i>
Pkg. 2 dozen.....	\$ .48
Gross.....	2.13
500 sheets.....	6.70

Kodabromide Paper for enlarging 35-mm. and Bantam negatives for Greeting Cards, straight edge only.

	<i>List</i>
Pkg. 2 dozen.....	\$ .69
Gross.....	2.97
500 sheets.....	9.28



## New Chemical Preparations Now Available

**BENZOTRIAZOLE**—To be added to developers to inhibit fog and assure clean highlights. Used in SD 12, SD 12A, and DK 60B developers. Each quart of SD 12 requires 3¼ oz. of a 0.2 per cent solution..

8-oz. bottle—0.2 per cent solution.....\$0.30

117 grains, to make 1 gallon 0.2 per cent solution..... 2.25

**DESENSITIZER**—Treat film 3 minutes in the dark in Kodak Desensitizer. Then watch development progress in plenty of light. Save the overs and unders. No fog—no stain—no added development time. Bottle concentrated solution to make 1 gallon, 75c.

**DEVELOPER AND FIXER FOR OPHTHALMOGRAPH**—For developing and fixing Super XX film in one operation. Can to prepare 8 oz., 40c.

**FARMER'S REDUCER**—Simplest reducer known in handy tubes. Reduction can be followed visually and stopped quickly at any time. Carton of 5 tubes, 75c.

**FERROTYPE PLATE POLISH**—The first scientific ferrotype polish offered in colloidal form for preventing prints from sticking and increasing luster. 8 oz. bottle, 50c.

**FIXER AND HARDENER (Single Powder)**—A combined Fixer and Hardener in one powder; no separate hardener to add; makes eight ounces or a gallon in a moment. The only single powder hardener and fixer on the market. Quarts, 20c; gallons, 60c. Equivalent to F-1 fixer.

**FIXER RAPID**—A long-life, speedy fixer in concentrated solution. Six times faster than the standard F-5 Films and Papers. Quart bottle, \$1.00; gallon, \$3.50.

**DEVELOPING OUTFIT FOR DIRECT POSITIVE FILM**—A reversal outfit for producing positive 2x2 slides. Outfit, \$3.00.

**SELENIUM TONER**—A single solution, one operation toner for producing cold brown tones on contact or enlarging papers. 8-oz. bottle concentrated, \$1.00.

**TROPICAL DEVELOPMENT WITH SODIUM SULFATE**—1 pound, 18c. Develop films at any temperature between 70 and 95° F., using your favorite developers. Full specific directions on label of each sulfate bottle.

**WATER SPOT PREVENTIVE**—Eliminates further need for chamois or sponge. Prevents air bells. Sizing fluid for dye dodging or applying Velox water colors.

**BLUE TONER**—A single solution, one operation blue toner for contact and enlarging papers. Tones permanent. No stained highlights. Packed in tubes at 75c per quart.

**FERRIC AMMONIUM CITRATE**—For use in Kodak Formula for producing prints on cloth, wood, etc. 1-oz. bottle, 23c.

**KODAK ACID RINSE BATH WITH INDICATOR**—A dry powder, which, when in solution, turns purple when the rinse bath is exhausted. Bottle sufficient to make one gallon, 40c.

*Order from* HIRSCH & KAYE

## Achieving Today What Yesterday Seemed Impossible

Readers of the Focus will be interested to know that the much coveted Army and Navy "E" pennant has been awarded to the Eastman Kodak Company in recognition of splendid results produced at the plant. Photography is used by the Army and Navy in so many ways and on a scale never before imagined that photographic production done for the Army and Navy would be a great accomplishment. When we consider the still greater number of non-photographic items made with the facilities of the Eastman organization, the real place occupied by the Eastman organization in our war effort becomes still more noticeable.

The award was made August 17. More than 20,000 Eastman employees filled the stadium as Mr. Hargraves, president of Eastman Kodak Company, assisted by one of the employees, accepted the award. There was no interruption of production as the 20,000 employees present were off duty. Now truly you understand the extent of output of various material and why your orders of civilian nature are not always filled.

### Information Wanted

We have been asked to obtain the present address of Charles C. Gossett, formerly of Auburn, and B. F. Pulsifer, who formerly operated the Star Photo Finishing Company, in Santa Clara. Information from our readers will be appreciated.

### Keeping Business Rolling

The Office of Defense Transportation has issued several sets of instructions with reference to delivery, and we thought our readers should have some of the information, and at least that part which will be more or less effective upon services they may expect to receive.

Trucks and all types of autos used by contract for the purpose of transportation of goods are subject to restrictions established by the ODT. Order 17 of the ODT (July 23, 1942) supersedes original orders 4 and 5 and portions of 6 which formerly regulated local deliveries. Order 17 removes a number of services between local and over-the-road deliveries.

As an illustration, the mileage restrictions formerly applicable only to local deliveries now applies to over-the-road deliveries as well.

Instructions issued by ODT apply to all private and contract carriers transporting property. In applying the rules on call and pick-up, and special delivery, they are prohibited to not more than one delivery a day. No two deliveries may be made to the same place on the same day. A delivery made and not received, due to the customer not being home, cannot be made again in the same day.

### Special Deliveries

No private or contract carrier may make a special delivery except to hospitals. A special delivery is defined as one made other than in the course of normal delivery service. If it has been customary for you to make deliveries only on special request, you may continue to make deliveries in the customary manner but definitely not on a regularly established route. If you maintain a regular schedule, extra deliveries are banned.

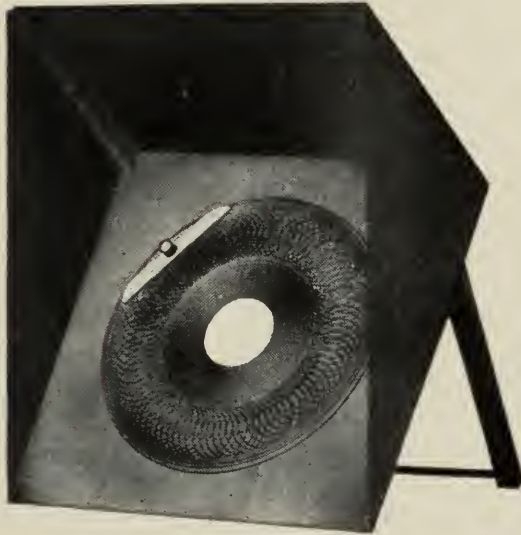
A large screw-eye inserted at the side of the camera bed will serve to hang the bulb and tube out of harm's way and make it easy to find when you reach for it.

To prolong the life of ferrotype tins and keep them clean and free of harmful grit, store the tins with photo blotters between, protecting each surface. Blotters should be cut to size of tins for neatness.



## Williams De Luxe Retouching Stand

Incorporating the Famous Williams  
Revolving Negative Holder  
and Protector



For either the Solid Negative or the Flexible Negative method of Retouching. (For the latter, remove ground glass and attach to back of the Revolving Negative Holder.)

*Has features found in no other retouching stand at any price. Check these additional features.*

Portable—folds to 16" x 16" x 1 1/4".

Light weight—3 lb. 4 oz.

Adjustable pitch.

Removable canopy or hood.

Holds up to 11x14 negatives.

Keeps negatives free from scratches and finger marks.

**\$5.50**



## Champion Tanks

It is a real pleasure to announce that we have received a shipment of Champion tanks. They are made of Tenite in attractive black color and are adjustable for roll film from 35 m/m to 116 size. With each tank a detachable twirling knob is suggested. The price of the Champion tanks is \$3.90 and additional reels for multiple use are quoted at \$1.90 each.

## Complete or as Ready?

Some photographers insist on complete shipment of their orders while others may have urgent need of a portion of their order and would be more disturbed if we held the order until complete. In normal times this presents no serious problem to us and for this reason, this particular subject has not been mentioned in the Focus.

Today conditions are quite different. In addition to serious shortage of equipment and material, we are faced with a still more serious shortage of help and transportation facilities. Most of our stockroom and shipping room staff are either in the Army or in the shipyards. We must employ what help we can obtain from any direction, without reference to experience or ability. The result is that longer time is required to fill and ship orders. If your order for mounts, frames, and chemicals should happen to include a case of film, for which you have greater need than the remaining articles, please so instruct us. We will appreciate individual instructions on each order, or if you have a preferred or favorite way you want the order shipped, please place your instructions on each order.

We should mention restricted transportation facilities. We have in mind a situation which happened just about a week before this article was written. The shipping room worked until well after 10 p. m. to pack every possible order on a particular Tuesday night. It was a very satisfactory clean up and we had visions of prompt delivery of the many cases and cartons.

By 4 p. m. the following day not one of the many carriers or truck companies had yet called. None of them did call for shipments until just before 5 p. m. One of our most frequently used carriers did not call until 11 a. m. on Thursday. This is a part of a typical and daily occurrence and is mentioned to show the effect of the war on civilian activities.

## Look Out, Tojo!

Many of our readers will be surprised when we announce that Mr. (Joe) Bush has left us to join the Marines. He served with the Marines in Siberia and the Philippines during the last war and felt that he again should offer his services. He was enlisted in the Public Relations department as a writer and in order to refresh his memory and bring his viewpoint and experience up to date, agreed to serve as a private for the first month.

After that he will be stationed in San Francisco with rank of Technical Sergeant.

Even if he had not enlisted his calls on the trade would have been far and few between. His normal mileage was between 2,000 and 2,400 miles a year, which is a set of four tires in any language.

Since he was not the only road salesman who left us for defense work, it became necessary for us to reorganize our outside staff and do the best we can with what we have. If you feel overlooked because a man has not called on you, remember he may actually help you to a greater extent when he stays in the building to help fill and ship the orders you will send.

### A Photographer's Responsibility . . .

Not unlike a great number of other professional people, photographers must accept the responsibilities imposed upon

them by the faith of their clients. We all have a certain blind faith in the people upon whom we depend—our doctors, our political advocates, our lawyers, our barbers—a faith based upon the knowledge that most men are possessed with a profound sense of responsibility.

The photographer should not forget that he is in the same category with other respected professions. The picture-buying public trustfully assumes that the photographer is ever mindful of his responsibility to make the best pictures he can. Perhaps a checking of what this responsibility means will answer individually whether or not this faith is well placed.

The photographer's responsibility to make the best pictures he can obligates him to keep informed of technical advances, to maintain and exercise his skill and to know that every step in the production of his pictures is representative of the best that modern methods can provide. It requires that he make no compromises in the quality of his result. If he can say without reservation, "This is the best I can do," then his responsibility has been recognized and accepted.—*Agfa Diamond*.

### Blackout Bulbs

Press photographers are reminded that in anticipation of wartime conditions and special events, we have added to our inventory a good supply of Wabash Blackout bulbs. You will need these and it will be well for you to know where they can be obtained.

### DISCONTINUED PRODUCTS

It has been necessary to discontinue the following Defender products until further notice: Disco, Artura Iris, Veltura, Velour Black Canvas Z, Chromatone.

When present stocks are exhausted, these products will no longer be available. These items have been carefully considered before reaching a decision for curtailment. This action will provide for greater concentration upon the faster moving and more popular brands and we hope that the resulting efficiency, in production will work out to your best advantage.





## THE MICHIGAN

The quiet richness of this design will appeal to many of your customers.

Edge of opening is finished in a gray tinted bevel and an air-brushed border effect.

This style and its companion, the SHERIDAN easel, cover the field for general portraiture, school pictures, and especially for men's photographs.

Supplied in sizes 3 x 4 to 8 x 10 . . . available through your stockhouse.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

## Jerry's



## Corner

By Himself

When I get old enough I think I'll take up politics. My motto will be:

Do others as they would do you, but do it first.

✓ ✓ ✓

Before the war is over you will have meatless days; gasolineless Sundays, sleepless nights, and cameraless camera shops.

✓ ✓ ✓

There was a young man from Nantucket,  
Who washed all his films in a bucket,  
Because they got soapy,  
And he gave up hope, he  
Decided the film was all bad and to  
chuck it.

✓ ✓ ✓

Vigorous wiping on wet emulsions  
Can best be stopped by self compulsions.

✓ ✓ ✓

If you think the names of some photo chemicals are too big for you, how would you like to be conductor of a train in Wales and call this station—

Llanfairpwllgwyngyllgogerwchyndrobwullantisiliogogoch.

Now please don't write in and say I didn't spell it right.

✓ ✓ ✓

Know the difference between caution and cowardice?

Caution is when you're afraid and cowardice is when the other fellow is afraid.

✓ ✓ ✓

And there was the customer who wrote in to ask if it was all right to make "bulb" exposures of his tulips.

Matt Nunan at the service desk was telling about a fellow who applied for a job with one of the newspapers. They sent him out with instructions to bring back some cheesecake pictures.

After a couple of hours he returned and said: "I looked in all the bakery windows but I couldn't find any cheesecake!"

✓ ✓ ✓

People are getting very unreasonable. I was talking to a girl in a telephone booth, but somebody insisted on using the phone, so we had to get out.

✓ ✓ ✓

She was telling me about her sister who had just married a second lieutenant. The first got away.

Then I told her of my uncle who was shipwrecked and marooned on a tropical island. She wanted to know if the girls were white or dark. Neither, I told her. They were maroon, too.

✓ ✓ ✓

She asked me if I knew what kind of wood it takes to make a match. I told her two kinds—he would and she would.

✓ ✓ ✓

A Durango (Colo.) movie man packed his theater by giving each male patron a free kiss from his favorite usherette.

That would never appeal to me. I don't play favorites, but I'll be seeing you in the movies.

JERRY.



## Retouching

*As You Like It*

MAIL ORDERS INVITED

ANNE ROSTON

LAKEVIEW WAY - EMERALD LAKE  
REDWOOD CITY, CALIF.

## Photographers

Write for 1942 Catalog and price list, genuine oil portraits, pastels or rebuilt damaged portraits.

Convex glass and portrait frames.

VICTOR PORTRAIT COMPANY  
752 13TH STREET, OAKLAND, CALIFORNIA

## STERLING TANK OUTFITS

SAVE overhead and operating expense.  
That spells PROFITS FOR YOU.  
Amateur Finishing Outfits, for Roll Film and  
Circuit Work.

Large Daily Output. Low Cost. Low Upkeep.  
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.  
BEAVER FALLS, PA.

Ask your  
Dealer for  
prompt  
shipment  
or write us.



2 SIZES  
12, 19  
gallons

Water-  
Jacket  
and 2 Tanks  
with  
circulating  
water for  
temperature  
regulation.

COMPLETE  
COMPACT  
DURABLE  
EFFICIENT

*The best  
by test.*

## ARMY SIGNAL CORPS WANTS 35 MM. CAMERAS AND LENSES

Cameras and lenses for 35 m/m motion picture cameras are urgently needed by the Army, and the public has been invited to sell any they possess to the Government, the War Department announced recently.

Cameras required are the Mitchell, Standard NC or BNC models; Bell and Howell standard rack-over type; Bell and Howell Eyemo Spider Turret, motor driven, adapted for magazines; and Bell & Howell Eyemo cameras with compact turret type adapted for magazine motors. Matte boxes, magazines, and accessories for those cameras are desired wherever available.

Owners of 35 m/m cameras and 35 m/m lenses of these types are requested to send a full description of them to:

The Purchase Board,  
Signal Corps Photographic Center,  
35-11 35th Avenue,  
Long Island City, New York.

The equipment should be described in detail, giving age and condition and the price expected. Equipment will be tested by the Army for condition and serviceability before purchase.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**HONOR ROLL**  
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HIRSCH & KAYE employees now serving their country in Army, Navy, or Marine Corps:

A. E. Sampson  
 Bob Kolb  
 Chet. Jennings  
 Wm. Glass  
 H. A. Aaranson  
 W. Melgar  
 Chas. Polivka  
 A. E. Glocker  
 Bob Wells  
 H. L. Bush

**Did You Ever Think of It  
 This Way?**

When one of our readers, Arthur Nelson of Reedley filled out his draft board papers, this question appeared—"Duties of your present job."

Mr. Nelson answered as follows:

"All photographic operations using daylight and artificial light, involving the production of finished commercial, industrial and portrait photographs. These involve the expert use of complicated cameras, the application of light, the use of projection and photographic printing machines; the intelligent use of various lenses of differing focal lengths, various types of sensitized photographic materials, color filters and polarized screens. Photographic printing, enlarging, reducing, copying, retouching, etching, blocking, lettering, toning, coloring, hinging, backing, mounting, and framing. Photographic darkroom chemical operations, compounding of solutions, and developing,

fixing, washing and drying of photographic materials."

Whew! said the startled clerk whose knowledge of photography was somewhat elementary.

**Delivery by Stage**

Everyday we receive several orders in which we are asked to deliver by Greyhound or similar stage line. In a number of instances, we have noted that had the shipment been sent by parcel post, special delivery, the order would have reached the customer just as quickly and at less cost.

When you place your order for stage delivery, it is necessary for us to obtain a messenger from one of the few special delivery agencies still in existence. The demand for this service is far in excess of the service the messenger can render, with the result that when we literally follow the customer's instructions, the package may be ready but we are compelled to wait a long time before the messenger arrives to call for the package. There is a special delivery charge assessed to an order of this kind which represents only a portion of our actual cost. You then have the stage fee to pay which makes delivery rather expensive.

We may as well be frank and tell you that delivery by stage is not what it used to be for even the stage lines are affected by the war. If a bus is scheduled to leave the terminal at a specific time and there is room for one or more passengers, the bus is held until it is filled. Therefore, we urge you to place your order a little sooner and if you need prompt delivery, let us send it by parcel post, special delivery.

**NEW FILM PACKAGE**

After September 1, all Defender films will be packed 24 sheets to a package in sizes 8 x 10 inches and under. The one-dozen sheet package will not be available after present branch and Rochester stocks are exhausted.

Portrait, Portrait HGS, Commercial, Pentagon, Process, X-F Ortho,  
 X-F Ortho Press, Pan Process, Arrow Pan, Arrow Pan Press,  
 X-F Pan, Fine Grain Pan



## Parking

Those of our customers who may drive to San Francisco will be interested to know that the four-story garage and parking space of Union Square is now open and in service. Practically four square blocks of floor space are available and should be of much benefit to local and out-of-town people who have occasion to drive their cars down town. Union Square is bounded by Post, Geary, Stockton and Powell streets. There are four entrances and exits to the garage. Parking is reasonable — 1 hour 25c, 2 hours 35c, 12 hours 50c, 24 hours 75c. The garage is located only one and one-half blocks from HIRSCH & KAYE.



## Still Available

We wish it were possible to be able to distribute a revised list of frames which are available. A list of this kind to be accurate would actually require daily revision and in the absence of a list of this kind, we thought our readers might like to have an idea as to what styles of frames are still supplied. At this writing we have a limited stock in some sizes and of the following styles:

645, 7, 10, 608R, 616, 640R, 206R, 639, 629R, 633, 283, 1163, 446, 1107, 1108, 1111, 1324, 643, 644, 1084, 280.

Frames of full 8x10 opening are almost out of stock but in 7½x9½ we have a good assortment. Gold miniature frames of 3¼x4¼ size are entirely out of stock with exception of horizontal designs. We can furnish 3¼x4¼ silver frames in a number of designs and size 2⅝x3⅜ silver and gold frames. Double and triple frames are still available in 4x6, 5x7, 6x8 and 8x10.



## Silver Nitrate

The use of Silver Nitrate is limited to processes directly incidental to the war effort. Before you place your order for Silver Nitrate, apply to your nearest WPB office for form M-199.

## Mirotex Reflectors

This is a portable reflecting service the use of which will be enjoyed by both professional and amateur photographers. It might be likened to the stiff covers of a book. The exterior is covered with an imitation leather. The interior is lined with silver foil. The reflector is cloth hinged so it may be closed to size 24x26". A handle on each side forms a double handle for convenient carrying when the reflector is closed. When opened it becomes 24x52 and the handles again serve to hold the reflector in any desired position.

The price is so low that if used only once or twice the investment is justified. You will probably make use of it all the time once you have one. The price is \$2.75 each. An excellent item for all camera shops to distribute.



## G. E. Meters

The General Electric Co. have just announced that it has become necessary for them to discontinue their meters for the duration, due to the fact that their entire facilities have been taken over by the war effort; however, they will continue to be of utmost service in the future. Repairs on all exposure meters will be made in the same manner and at the same rate as heretofore.

They have announced a new PHOTO DATA BOOK which is now ready for the trade. The Photo Data Book was featured in advertisements appearing in recent issues of all photographic magazines; also *Popular Science* and *Popular Mechanics* magazines.

The 112-page booklet, size 3"x5" is full of picture-making tips; frankly displays essential technical data; and gives helpful suggestions covering all angles of black and white and color photography. List price, 50c.



To judge human nature rightly, a man may sometimes have a very small experience, provided he has a very large heart.

BULWER-LYTTON.

# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request

1 Halldorson Senior Stand Unit with 4 1,500-watt lamps and diffuser. Good condition.

Bargain Price .....\$65.00

3 Mole-Richardson Flood Lamps on caster stand with spring glass diffusers; uses 1,500-watt lamps.

Bargain Price .....\$11.50 each

1 Beattie Portopan Light with stand. Uses 4 No. 2 superfloods or 500-watt T20 lamps. Folding stand and diffuser. Especially designed for home portrait work.

Bargain Price .....\$33.50

B & H Ground Glass Motion Picture Screen, 40 $\frac{1}{2}$ x30 $\frac{1}{2}$ . Suitable for use as a translucent screen.

Bargain Price .....\$2.50

2 2-gallon Stoneware Crocks.

Bargain Price.....\$1.50 each

Photoflood Control Stand. Consists of a compact cabinet on a small caster stand, enclosing 5 2-button switches, each controlling an individual outlet. So spaced as to make unit easy to operate. Ideal for use with two or more lighting units for which remote control near the camera is desired. Complete with cord.

Bargain Price .....\$10.25

Negative Drying Racks for plates 3 $\frac{1}{4}$ x4 or larger.

Bargain Price.....10c each

Hard Rubber Developing or Fixing Tank. Ideal for X-ray use, or large films or plates. Measures 15x21x4 $\frac{1}{2}$ .

Bargain Price .....\$3.00

Velox Projection Printer with assorted size paper holders, largest 5x7.

Bargain Price .....\$39.50

Frames only for Johnson Ceiling Ventlite. Buyer can cover with chiffon or silk and have excellent overhead lights. Frames include Mogul sockets and reflectors.

Bargain Price, the Lot.....\$4.50

Crown Enlarging, Reducing and Copying Camera, with 66" bellows. Has 11x14 back.

Bargain Price .....\$65.00

5x7 Elwood Special Enlarger, former model.

Bargain Price .....\$42.50

8-Foot Telescopic Stand, of metal tubing in short lengths.

Bargain Price .....\$9.25

Photo Flood Reflector with Mogul socket, on stand, a good auxiliary light.

Bargain Price .....\$5.50

Kleig Spotlight on stand.

Bargain Price .....\$24.50

Sunray 12" Reflector on stand. Fitted with 2 sockets with pull cord switch, for flood No. 1 lamps.

Bargain Price .....\$5.75

Beattie Hollywood Floodlight on counterbalanced stand for use with  $\frac{1}{2}$ " carbon. A high-powered twin arc, for studio lighting or as a proof lamp.

Bargain Price .....\$24.50

3 Complete Frames with Sockets and Reflectors for Johnson Ceiling Ventlites. For use with lamps with Mogul base, or smaller if adapter is used. When you cover these with chiffon, silk, or parchment, you will have 3 excellent overhead units.

Bargain Price for 3.....\$5.95



# Bargains for the Photographer

(Offered subject to prior sale)

Please mention the Bargain Page when ordering  
Description and illustration of any article gladly sent on request

**Pako Roll Film Cutter.** Really a new machine. Cuts film and time.

Bargain Price .....\$25.00

**No. 2 Korona Home Portrait Stand.**

Bargain Price .....\$14.75

**Beattie Porto Pan Lighting Unit.** A portable unit for four high intensity incandescent or flood lamps. Includes stand, screen, but no lamps.

Bargain Price .....\$33.50

**Dean Incandescent Light.** Consists of three fluorescent tubes mounted triangular style, and one incandescent lamp which may also become a spot.

Bargain Price .....\$49.50

**Halldorson 4-Lamp Studio Cabinet** with two each 1500-watt blue and clear globes. One of the best all-around lamps ever used.

Bargain Price .....\$65.00

**Gamma D Atomic Fine Grain Developer,** approved by Mortensen. Quarts now at—

Bargain Price.....30c each

4 for .....\$1.00

**"The Complete Press Photographer,"** by Bell, with many illustrations of valuable, newsy subjects.

Bargain Price .....\$1.25

**4x5 to 3 1/4x4 Lantern-size Wood Reducing Kits.**

Bargain Price.....15c each

**Cooper Hewitt P Tube Stand and Transformer** combined. Designed for 50-inch tube; excellent for copying or blue printing. No tube supplied at

Bargain Price .....\$49.50

**11x14 Century View Camera** and case. Double extension bellows. Includes one plate holder and two kits to 8x10.

Bargain Price .....\$45.00

**Century Studio Camera Vignetter.**

Bargain Price .....\$6.50

**Sun Ray Metal Home Portrait Stand.** Very useful.

Bargain Price .....\$13.50

**7x11 View Camera** with double extension, carrying case, RR type lens and shutter, six holders.

A Real Bargain.....\$25.00

**11x14 Crown Printer.** Well known to thousands for dependable service.

Bargain Price .....\$59.50

**9" Acme Reflectors** with clamp and cord. Original model, new stock.

Bargain Price .....\$1.85

**Film Notchers** for 35 m/m film. Every store owner should have at least one.

Bargain Price.....20 cents

**Ajax 12" Paper Cutter,** new.

Bargain Price .....\$3.75

**Air Brush,** consisting of studio size rubber bulb to which is attached a small brush. You blow or dust.

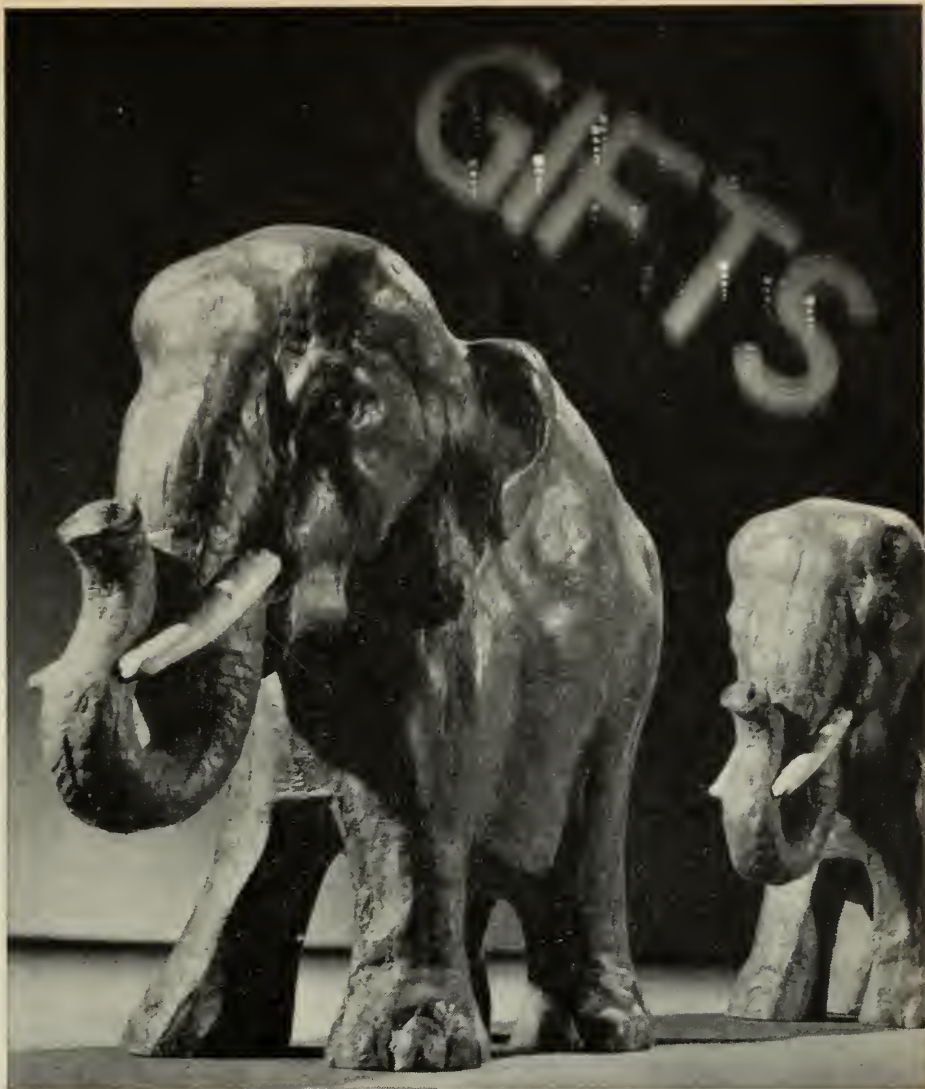
Bargain Price.....65 cents

**1 Beattie Minipan Light** with center balanced stand on casters and 1 1,500-watt blue globe Mogul Mazda. A-1 condition.

Bargain Price .....\$75.00

**3 3-gallon Stoneware Crocks.**

Bargain Price.....\$2.00 each



Plastic Wood — Eastman Super Panchro-Press Type B Film

## *A Brilliant Film*

### **STEPS OUT IN FRONT**

**E**VER since its introduction, Eastman Super Panchro-Press Type B Film has been gathering an ever increasing endorsement from enthusiastic users in almost every branch of photography. Its brilliant performance has been acclaimed in war industries—by portrait, commercial, and illustrative photographers, as well as by top ranking news photographers. Its speed, brilliance, and remarkable reproductive qualities give results that are as convincing as they are satisfactory. Try Eastman Super Panchro-Press Type B Film at once.

EASTMAN KODAK COMPANY, Rochester, N. Y.





For Enlargements of Sparkling Brilliance, Use

# **KODABROMIDE**

Kodabromide users like its fast development, its wide exposure latitude, and its brilliant black tone which is unaffected by exposure variation. Thirteen attractive grades to choose from.

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**

THE  
**FOCUS**

*Published Bi-Monthly in the Interests of the  
Photographic Industry*

Vol. XVIII

NOVEMBER-DECEMBER, 1942

No. 12



*"It's a portrait of my wife"*

Published by  
**HIRSCH & KAYE**  
SAN FRANCISCO





*Defender Tested Chemicals*  
**FOR DEPENDABLE RESULTS**



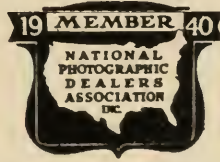
**W**hen you know that the film in your camera holds a great picture, you can entrust it with confidence to Defender Chemical Preparations for development. Purity and uniformity that are determined by exacting laboratory analysis and control insure dependability.

**DEFENDER PHOTO SUPPLY CO., INC. ★ ROCHESTER, N. Y.**

*Defender*

# THE FOCUS

Prepared and Published  
Bi-Monthly



In the Interest of the  
Photographic Industry

By HIRSCH & KAYE  
239 GRANT AVENUE, SAN FRANCISCO

*The Largest Independently Owned Complete Photo Supply House in the West*

Vol. XVIII

NOVEMBER-DECEMBER, 1942

No. 12

## INTRODUCING—



### CLARENCE E. CLIFFORD.

Mr. Clifford is a native of Cannon Falls, Minnesota. His parents located there after migrating from Maine.

His early years were spent on a farm. He had an older sister who had come into possession of a 4x5 box camera, designed for use with glass plates. One day, the boy was permitted to watch his sister develop a plate she had exposed and from that day on his principal interest in life was photography.

Before he was 16, he had learned to use the camera and made many pictures of farm property and equipment, family groups, and home portraits of neighbors and friends. Remember, these pictures were made in the days of sunlight printing paper. He would start the day's work on the farm, frequently plowing, and take with him his paper and negatives. Negatives were usually printed by attaching a print frame to the plow handle. At the end of the day's work the exposed paper was taken from the box and finished.

In 1904 he graduated from Illinois College of Photography at Effingham. His interest in photography has increased as his knowledge developed. He has had studios in Cannon Falls, Wabasha, Minnesota, and his present studio is located in Albany, Oregon.

He is a member of the Gideons, has won several blue ribbons for his pictures exhibited at the Oregon State Fair, and

## A WISH

The sun is just rising on the morning of another day, the first day of a new year. What can I wish that this day, this year, may bring to me? Nothing that shall make the world or others poorer, nothing at the expense of other men; but just those few things which in their coming do not stop with me, but touch me rather, as they pass and gather strength:

A few friends who understand me, and yet remain my friends.

A work to do which has real value without which the world would feel the poorer.

A return for such work small enough not to tax unduly any one who pays.

A mind unafraid to travel, even though the trail be not blazed.

An understanding heart.

A sight of the eternal hills and un-resting sea, and of something beautiful the hand of man has made.

A sense of humor and the power to laugh. . . . A little leisure with nothing to do. . . . A few moments of quiet, silent meditation. . . . The sense of the presence of God.

And the patience to wait for the coming of these things, with the wisdom to know them when they come.—“A Morning Wish,” by W. R. Hunt.

is especially interested in maintaining a home with beautiful flowers and shrubs. The fact that he is interested in the photography of children may be explained by the fact that he is happily married and the father of five girls.





## *Compelling Portraits . . .*

SUCCESSFUL studio owners reflect their product's value in the use of quality material. The finished portrait, to be compelling must combine with the artistry of the photograph an appearance of good breeding. And in the complete ensemble, the mount used determines the rating of your product in the public's esteem.

THE GROSS PHOTO SUPPLY CO.

MANUFACTURERS     ✓     TOLEDO, OHIO

HIRSCH & KAYE—*Distributors Gross Mountings*

## FOR THE DURATION—

No more orders will be accepted for the following photographic papers:

Azo Grade M No. 2 SW	Velox Rapid Grade E No. 1 DW
Azo Grade H No. 1 DW	Velox Rapid Grade E No. 2 DW
Azo Grade H No. 2 DW	Velox Rapid Grade E No. 3 DW
Vitava Projection Grade F No. 2 SW	Velox Rapid Grade E No. 4 DW
Vitava Projection Grade F No. 3 SW	Kodabromide Grade V-1 DW
Vitava Projection Grade P No. 2 DW	Kodabromide Grade V-2 DW
Vitava Projection Grade P No. 3 DW	Kodabromide Grade V-3 DW
Vitava Opal Grade F SW	Kodalure Grade B DW
Vitava Opal Grade C DW	Kodalure Grade V DW
Vitava Opal Grade Q DW	Kodalure Grade P DW
Line Solar Grade M No. 1 LW	Vitava Athena Grade B DW
Line Solar Grade M No. 3 LW	Vitava Athena Grade C DW
Velox Rapid Grade E No. 0 DW	Vitava Athena Grade P DW

These items are now necessarily to be considered discontinued from our line, and when again available for distribution will be reannounced.

### "Credit Bush"

These words often seen on orders received by mail now take on a new significance. For many years the numerous friends of Joe Bush sent orders directly to us, between the visits of our representative. It has been a real pleasure to comply with the request of the customer to give Mr. Bush proper recognition for the order.

Joe Bush is now in the Marine Corps. After some 20 years' association with his many friends on the road, however, it is difficult for him to sever these ties overnight. In a letter received from San Diego, Joe Bush expressed the hope that he would still be remembered by his friends on the road, although he has joined the armed forces of our country. On our part, of course, we shall adhere to the custom of many years past, and Joe Bush will receive due recognition for customer orders which continue to come to us with his name. We hope, from time to time, to have many orders

to show Mr. Bush, and thereby demonstrate that our customers remember, and appreciate, the past efforts of our representative.

You may continue, therefore, to mention Joe Bush when you place your Hirsch & Kaye orders. These orders, moreover, may be sent in by mail, telegraph, or telephone, with the assurance that Joe Bush will be told about them, and will receive the recognition which he has so justly earned.



### We Just Cannot Help It

Fifty per cent of our film packs and roll films have been curtailed by the manufacturers.

We will fill your orders in the best way possible. Back orders will be cancelled. Re-order at a later date and advise if you want us to ship when we receive the merchandise from manufacturers.



*Wollensak means Good Lenses*



"PETER," by Norman C. Ehlke of Rhineland, Wisconsin. Notice the contrast, tone gradation and sharpness of detail in this prize-winning picture. Doesn't this appealing photograph exhibit results you'd like in your own enlargements? Norman Ehlke writes, "I use a Wollensak *f*:4.5 Enlarging Velostigmat for all of my enlarging. With it I've made prints up to 22 x 28 inches from 2 $\frac{1}{4}$  x 2 $\frac{1}{4}$  negatives with excellent results." Improve *your* photography with a Wollensak.

For Movies, Candid, Enlarging, Action, Stills

**WOLLENSAK OPTICAL CO., ROCHESTER, N.Y.**



## Master Finishers

At the recent convention of the Master Photo Finishers, held in Cincinnati, over \$7,000 was raised as a war chest to see that the industry was represented in Washington and to protect the curtailment of film.

Among other business was that dues were lowered to a minimum of \$10 a year. Funds were voted for an aggressive program to keep the business going and new officers were elected.



## Thank You, Mr. Richter

The following letter, received from Peter Richter, Orland photographer, was much enjoyed by Mr. Bush when he returned and is much appreciated by our associates:

October 19, 1942.

Dear Sirs:

We wish to acknowledge the letter sent out by you from H. L. Bush now of the U. S. Marine Corps.

Reading the Honor Roll in the FOCUS shows us that HIRSCH & KAYE are doing a lot to get this conflict over. If every firm and individual were doing a proportionate amount that you are doing, it would surely give results.

May all these men from your firm serving our armed forces be able to return to you and continue their good work.

Respectfully,

(Signed) MR. AND MRS. PETER RICHTER.



## Phaotron Range Finder

High-grade precision construction of this guaranteed optical instrument insures sharp, exacting in-focus pictures. Designed to meet the demand for a dependable shockproof unit. Molded bakelite case and dial, production methods, equipment, and facilities make possible this better military type range finder at a lower price.

Complete with camera attachment bracket, shoe for those cameras not equipped, and a genuine fine grain leather carrying case. List price, \$4.25.

## Use of Weston Meters With Kodacolor

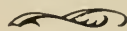
The new Kodacolor process of producing color photographs on paper instead of as a transparency is proving to be quite popular. However, as might be expected, the range is even shorter than is the case with Kodachrome. This necessitates a slight change in technique.

Determine what is the most important color in the scene. If the photograph were to be a portrait, the face would be the most important color—if it were a picture of a dog, the dog's coat would be most important, etc. A close-up reading should then be taken of that principal color and the normal arrow set to the resultant light value. All black and white objects are disregarded in favor of the principal color.

The A & C positions do not represent the limits of the range of Kodacolor, and they have no use with this particular film. But the same information as to light quality does apply, and with either color process, poor results can be expected if the light and lighting is incorrect.

Incidentally, considerable error in exposure can be made with Kodacolor and still obtain an image. But only a very exact exposure will lead to satisfactory color.

Correct exposure of color film is as easy as it is necessary. Give the meter, the film and the camera a break, use the correct method for correct exposure. And pass it along to your customers.



WHEN an etching tool has been used on luster surfaced prints, leaving a dulled spot, touch up the spot with a little liquid wax applied with a spotting brush. This restores the luster.



SCOTCH TAPE, placed on the enlarging easel at the top and side margin, will hold the paper while lowering the margin into place. This also keeps the paper from "kicking up" or slipping, causing uneven borders.



# PHOTOGRAPHIC EVIDENCE

By CHARLES C. SCOTT

Invaluable to Lawyers, Law Enforcement Officials and Photographers

It is of course of utmost importance to know before trial what a witness is going to testify to when he gets on the stand. It is just as important that you know what is necessary to produce the kind of photograph which will graphically tell your story to the court and jury and how to get it in as evidence.

The camera sees things the eye cannot detect. For that reason, photographs are used in about 75 per cent of the law suits tried. This book, written by a practicing lawyer who is also an expert photographer, shows how to produce the kind of photographs which will give the desired result; how to lay the foundation for their introduction, and how to attack the admissibility of a photograph offered by your opponent.

## HOW

How to obtain the kind of photographs which will illustrate your point.

How they should be introduced.

How some photographs can be excluded.

How to detect faked photographs.

How different positions of camera show opposite effects.

How x-ray pictures are made and used.

How to incorporate photographs, x-rays, and motion pictures in records on appeal.

## IN

DAMAGE SUITS  
INSURANCE CASES  
MEDICO-LEGAL CASES  
DISPUTED DOCUMENTS  
CONDEMNATION CASES  
FORGERY CASES  
REAL PROPERTY CASES  
IDENTIFICATION PORTRAITS  
FINGERPRINT CASES  
SHELLS AND FIREARMS  
CRIME DETECTION

X-Ray Pictures      Color Photography  
Infrared Pictures      Motion Pictures  
Photomicrography

"ONE PICTURE IS WORTH 10,000 WORDS"

922 pages, with nearly 200 full page illustrations . . . Price, \$15.00

### *Announcement*

## KHAKI COLOR

WE HAVE ADDED KHAKI TO OUR LINE OF COLORS. THE BASIC COLOR IS EASILY MODIFIED TO GIVE GREENER OR BROWNER (REDDER) KHAKI BY ADDITION OF SMALL AMOUNTS OF TREE GREEN OR VERONA BROWN, RESPECTIVELY. SAME SIZES AND PRICES AS OTHER COLORS.

JOHN G. MARSHALL, INC.

# WAR PRODUCTION BOARD ORDER L-28

## As Amended October 24, 1942

(3) During the period from October 24, 1942, to December 31, 1942, inclusive, and during the period of three months beginning January 1, 1943, and each succeeding period of three months, no manufacturer shall produce more photoflash incandescent lamps than three times 35 per cent of the average monthly number of photoflash lamps produced by him during the year 1941. (Explanation: Roughly equal to 35 per cent of former monthly production.)

(4) No manufacturer or wholesaler shall sell, lease, trade, lend, deliver, ship or transfer any photoflash or photoflood incandescent lamps, except:

(i) To a manufacturer or wholesaler;

(ii) In fulfillment of purchase orders or contracts bearing preference ratings of AA-5 or higher;

(iii) To publishers of newspapers or periodicals, or to news or newsphoto syndicates, in fulfillment of purchase orders or contracts bearing the following certification:

We publish a newspaper or periodical (or we are a news or newsphoto syndicate) and will use the lamps covered by this order in the operation of such business.

(iv) To dealers in fulfillment of orders bearing a certification signed by such dealers in the following form:

"The lamps covered by this order, together with all photoflash and photoflood lamps now in my inventory, will be sold only in fulfillment of orders which a manufacturer or wholesaler is permitted to fill under Limitation Order L-28, with the terms of which I am familiar.

By....."

You will note, after reading the order, that the manufacturer is not restricted in filling wholesalers' orders of any kind. The wholesaler, however, when selling to a retailer, must obtain the proper certification on the retail dealer's order, which can be either certification number three (iii) or certification number four (iv). (Number three (iii) is the newspaper certification and number four (iv), the dealer's inventory certification.)

If a wholesaler sells direct to the consumer and if the consumer is other than a publisher of a newspaper, periodical or a newsphoto syndicate, then a priority of AA-5 or higher is necessary. Where the account certifies that they are publishers of a newspaper or periodical, or are a newsphoto syndicate, then no priority rating is required.

It should be clearly understood that a retail dealer's inventory is not affected by this order, and he can continue to sell anyone as heretofore. However, when he receives a shipment of lamps on a certified order, then the lamps in the shipment, together with his inventory, must be sold only to AA-5 priority and newspaper customers.





## PROPER STORAGE OF CHEMICALS CONSERVES FOR VICTORY

Mallinckrodt Chemicals have been purified and made so free flowing that it is not difficult to keep them working perfectly in average storage conditions. Some are more sensitive to atmospheric variations than others. For that reason we have published Data Units and other information suggesting the best storage of chemicals. Refer to your file. If you don't have the information, a card will bring it. Mention any chemical most affected by your storage. This is a PLUS service, without cost.

### MALLINCKRODT CHEMICAL WORKS

MALLINCKRODT ST., ST. LOUIS, MO. 74 GOLD ST., NEW YORK, N. Y.

CHICAGO PHILADELPHIA LOS ANGELES MONTREAL



## WASTE—THE SEVENTH COLUMN

By L. L. PERSKIE (Defender Photo Supply Co.)

With the advent of the allocation priority system, came complex problems to the manufacturers of photographic supplies. Articles, readily available prior to the war, suddenly became unavailable, or next to impossible to obtain. This condition necessitated the discontinuance of many products heretofore manufactured and it appears that more items will follow. Anticipating eventualities, now is the time to conserve and to be consistent with available supplies.

The following suggestions, based on facts and practice, will aid in seeing your business through the war era. Start now to educate your customers to smaller size prints. A gross of 11x14 paper has almost twice the area of a gross of 8x10 paper, and there is over twice the area in a gross of 8x10 paper compared with 5x7. Customers buying portraits expect good expressions, done technically well. The size of the print will hardly influence them if the photograph itself is not pleasing. Size is a matter of taste, and the customer can be influenced to favor the smaller size, if its advantages are pointed out. Small pictures can be placed almost anywhere and be in good taste; large ones fit only in certain spots to be harmonious as any housewife will agree.

Standardize on surfaces and grades of paper to use as few as is absolutely necessary. You know that many surfaces exist, but your customer probably doesn't know, nor care, so long as the photograph itself is pleasing. From the manufacturers' standpoint the fewer the surfaces and grades to be made, the greater the quantity of the few can be made. Thus the possibility of continued supply is greater.

Check the diffusion glass or condenser and lens in your enlarger. Make sure they are clean. Dust or aerial haze cause uneven illumination, resulting in wasted materials.

Make tests on *small* pieces of paper to determine exposure and developing times. The few minutes consumed are more than compensated for by the material saved.

Mix the quantity of developer that is needed, based on 2 oz. of developer per 8x10 print, when the quantity of prints to be made does not exceed 24. If greater quantities are being made, allow from 1 to 1½ oz. of solution per print. Your own good judgment under other conditions may alter these figures.

Use a short stop bath to insure uniformity of prints and to prolong the life of the hypo.

Using a timing clock and a thermometer for consistent and accurate results. It is tiring, and never exact, to count seconds mentally. And modern mothers no longer use the elbow to determine if the temperature of baby's bath is correct.

If surrounding temperatures are considerably higher or lower than the developer, place the tray in a larger tray of water of the proper temperature. Warm developers oxidize rapidly causing inconsistent prints. Cold developers yield flat degraded prints.

Keep your Ferrotypes plates meticulously clean and polished. Prints that stick cannot be delivered. Don't store photographic materials in a moist or humid place. Keep them in the coolest, driest place available. Make sure your workrooms are clean; dust or particles of chemicals floating about are apt to spoil a valuable "shot." Check light diffusion mediums. Are they yellow with age, or have they become dust collectors? If either, replace them. You'll find less light needed for the same exposure time. Conserving electricity is vital, too.

Clean lenses frequently using a fine tissue. Clouded lenses yield flat negatives. Keep the lens hooded to prevent



light flare from ruining negatives. Clean the inside of your camera, making sure all metal parts are painted matt black.

Exercise care before making exposures. Think! Is the lens at the proper aperture; is the shutter speed correct; lighting arrangement as desired; everything being photographed, in its right position? Remember, a film saved now will be on hand later. Reduce the number of exposures usually made, "for the duration." Additional care and patience before exposing results in equal quality yield to greater numbers. If you use 5x7 or larger films for your portraits and made heads 2" in size or smaller, be sure to carefully pose the sitter so that a three-quarter length proof as well as a head and shoulder pose can be submitted from the same negative.

New equipment is out for the duration; your local cabinet maker or mechanic can keep in repair the facilities you have. With added care your equipment will see you through.

Use formulas recommended by the manufacturer. Their chemists are paid well to assure you of proven results. The day of a "pinch more or less" of "this or that" is in the far background. It is not only hazardous, but most times wasteful. Mix chemicals thoroughly in the order given in the formula, before adding the next ingredient. Precipitation might ruin the entire batch.

Use negative developers which can be replenished. This is conducive to more evenly developed negatives and it avoids the waste of making a new tank of developer for each day's work.

Use developers at recommended temperatures; reduction or intensification due to carelessness in not having checked the temperature, is an unnecessary waste of time and material.

If the solutions are too warm for use, remove a portion and float a bottle of ice in the tank until the desired degree is reached, then remove the bottle and replace the portion of developer previously removed. The strength and consistency is not impaired by this method.

If too cold, remove a portion, heat it and replace, continuing until desired temperature is attained.

Make and process your negatives so as to print on a specific contrast of paper. This eliminates wasting time and material testing to determine which contrast will yield a better print. Cover your developer and hypo tank with wax paper on the liquid surface, and use lids on the tanks. Oxidation and sulphurization exhausts solutions as rapidly as actual use.

Till Victory—Don't help the Axis by sabotaging your business through waste.

And with what you save, BUY WAR BONDS.



## Mirotex Reflectors

This is a portable reflecting service the use of which will be enjoyed by both professional and amateur photographers. It might be likened to the stiff covers of a book. The exterior is covered with an imitation leather. The interior is lined with silver foil. The reflector is cloth hinged so it may be closed to size 24x26". A handle on each side forms a double handle for convenient carrying when the reflector is closed. When opened it becomes 24x52 and the handles again serve to hold the reflector in any desired position.

The price is so low that if used only once or twice the investment is justified. You will probably make use of it all the time once you have one. The price is \$2.75 each. An excellent item for all camera shops to distribute.



ACETIC ACID is not as easily obtained as it once was. It is a good idea, therefore, to use it no more lavishly than the formula calls for. Know the strength of the acid you're using and don't use too much.

Too much may cause blisters, emulsion peeling, on film. Or overharden to make later retouching difficult. It may cause prints to curl; perhaps to crack or break.

## KODAK INDUSTRIAL X-RAY FILM HELPS ARM AMERICA BETTER, FASTER

X-rays are penetrating little rays, 1/10,000 the length of light rays. The eye can't see them, but they register on sensitive photographic film. You know how they go through flesh and bone—flesh easier than bone. You've seen the pictures.

They go through light aluminum more easily than through steel—but they go through both. Kodak research and skill made it possible to produce a film so sensitive that, with the modern X-ray machines, it gets a radiograph—an X-ray picture—of the inside structure of dense metals like steel armor plate, inches thick.

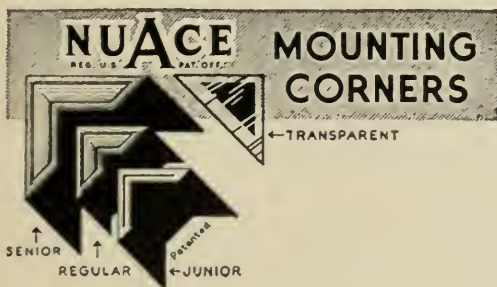
In one aircraft factory alone, every day, several thousand 14x17-inch sheets of Kodak Industrial X-ray Film are used to examine aluminum castings. And this is becoming typical of American aircraft production.

This safeguard makes it possible to use 25 per cent less metal with safety—it isn't necessary to compensate for possible defects by adding weight. It saves material, it saves work, it saves lives.

Invisible defects in the welded seams of high-pressure boilers—for the U. S. Navy—are searched out through X-ray pictures. Welders even "go to school" through the medium of radiographs—they "pass their examinations" when X-ray film shows they can produce a flawless weld.

The widespread adoption of Kodak Industrial X-ray Film was hastened by the urgencies of war. Now that this method of testing has proved its value so conclusively, you can be sure that it will continue to serve you after the war, by guarding against hidden defects in products you will buy. . . . Eastman Kodak Company, Rochester, N. Y.

SERVING HUMAN PROGRESS THROUGH PHOTOGRAPHY



Have "Two New Additions" to THEIR FAMILY for the "New Additions" to THE FAMILY

"THE VICTORY CORNER"  
"For the Service Man, His Family,  
and All Patriotic Americans"

"RED, WHITE AND BLUE"  
(100 TO THE ENVELOPE)

For Those "Baby" Snapshots  
"BABY PINK" for HER Album—  
"BABY BLUE" for HIS

(PACKED 100 CORNERS TO THE ENVELOPE—  
REGULAR SIZE)

And Don't Forget the Rest of the "NuAce Family"—  
BLACK, WHITE, IVORY, RED, GREEN, GOLD, SILVER, GRAY, SEPIA and TRANSPARENT



## Film Rationing Is Like Gas Rationing

Now that our readers are better acquainted with the way mileage of their automobiles is rationed by controlling the distribution of gas, they will better understand the general situation with reference to delivery of film. You will notice your gasoline coupons specify a definite amount of fuel but there is no specified time in which the coupon must be used except that all coupons in the book are presumed to be used within a given number of weeks or months. You can use your coupons for a given period within two or three days or you can so regulate your mileage that you will be able to use your car for limited mileage each day.

Rationing of film is handled in somewhat the same way. Your distributor is allowed a definite amount of film each month. It is possible that your distributor may exceed his December quota and actually order and obtain more than he should have received. This excess quantity is deducted from his quota for January.

Assuming for illustration that our quota would be one thousand dollars a month, this would be at the rate of twelve thousand a year. We might possibly acquire this much film in one or two months, filling every order for any quantity, and everybody would be happy. However, we would soon have reached the limit of our purchase and for an indefinite period would have no film whatever to offer.

We think it is much more desirable that moderate quantities continue to reach you one month after another because while the holiday season may mean much to you, the business available to you during the remaining months of the year are what you require to stay in business. Therefore, any promise or inference that large quantities of film may be obtained through any distributor

## Non-Essential?

The War Production Board is considering a number of lines of business with a view to declaring them non-essential. Profession photography is included. Unlike the publicity given to the rationing of gas and coffee, you will probably know nothing of the final decision until announced, when it will be too late.

The Photographers Association of America is trying to arouse the professional photographers to the need of prompt action to permit its members and you to stay in business. Each photographer is asked to promptly become a member of the association which will now cost you only \$5 a year which includes subscription to *Professional Photography* and *Commercial Photography*. These books alone are worth the cost of your membership. Members are asked to obtain and fill out a form obtainable from the association in order that your spokesmen in Washington may have all the ammunition available to bring your case to the authorities. You will find that those industries that are organized have a better chance to survive than a business like photography which consists of a lot of rugged individualists at a time when the individual means little. Send your check and request for membership to Photographers Association of America, 520 Caxton Building, Cleveland, Ohio.



## Need Bulbs?

Supplies of photoflash and photoflood bulbs including so-called enlarger flood lamps are more readily available to professional photographers who own and operate an established business than may be realized. If you require bulbs which you yourself use, but do not sell, you can obtain a 90 days' supply. Ask HIRSCH & KAYE to help you prepare your request to WPB.

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should be accepted with your fingers crossed. Each distributor is allowed a specific amount of film and no more.

## The Sawyer View-Master

### Brings You Sensational Natural Color Pictures



The Sawyer View-Master brings you sensational natural color pictures of here and there and this and that.

The View-Master, no larger than an ordinary pair of opera glasses, is beautifully molded of durable plastic, equipped with accurately polished lenses, and comes to you perfectly adjusted for proper operation. A trip of the lever and a new picture appears to amaze you with its breathtaking color and realism. A high quality instrument at a surprisingly low price.

There is a thrilling fascination in viewing these natural color photographs of outstanding scenic subjects. The stereoscopic feature gives the pictures a

fullness of depth and an accuracy of detail that is almost breath-taking in its realism. It provides endless variety through the use of patented reels which can be quickly changed. Each reel has seven sets of full color, stereoscopic photographs selected from one scenic area or attraction.

A View-Master will have endless interest in your home because new reels of pictures can continually be added. By adding new reels you will soon have a complete library which will be a source of never-ending pleasure. The View-Master library file is a specially designed box to hold one View-Master and an expanding file (25 pockets) in which to store your View-Master reels. Attractive, neat, and a convenient record of your vacation travel pictures.

View-Master complete with one reel .....	\$1.50
View-Master only (without reel) ..	1.15
View-Master Reels, each containing seven pairs of full color photographs, 35c per reel—3 reels for ..	1.00
Library File Box complete with one View-Master and seven selected reels .....	3.50

*Detailed list of subjects sent on request*

DO YOUR CHRISTMAS SHOPPING EARLY

## Double Deliveries

You may not make more than one delivery from one point of origin to one point of destination in the same day. Remember that the word "delivery" has more meanings than commonly associated with the word. An unsuccessful attempt to deliver is likewise considered a delivery.

Should you leave a package at the home of a customer on Monday, you cannot deliver any more to him the same day. If your customer was not at home, you cannot call the same day, as the first action is considered a delivery. If you call for and pick up merchandise at an address during any day, you can-

not make any delivery on the same day.

According to these rules, delivery by taxicab means the cab is a truck and is considered within the restrictions of the ODT. The foregoing restrictions are the reason we so often find that orders packed, labeled, and ready for shipment, are still in our possession for a day or two before ultimate pick-up.

## Frame Catalog No. 15

It is our pleasure to report that we are able to furnish an attractive new line of wood frames. Notwithstanding shortage of trained help, we did find time to prepare a simple descriptive and illustrated catalog. If interested, be sure you obtain a copy of frame catalog No. 15.



# "Sussman Mounts Are Paramount"

## Astoria Folder

Pure White Rag Stock—Deckled Edge—  
Slip-in Style

Customers occasionally want a black and white, or blue black print of their portrait, and to supply this requirement the Astoria is offered. Its faint tint border and plate sink around opening becomingly frame the picture.



Print Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
3 x 5	5 1/2 x 8	7.75
4 x 6	7 x 10 5/8	11.00
6 x 4 Group	8 1/4 x 7 1/4	12.00
5 x 7	8 x 11 3/4	12.25
7 x 5 Group	9 1/8 x 8 1/8	12.50
6 1/2 x 8 1/2	9 1/4 x 12 1/2	15.50
8 1/2 x 6 1/2 Group	11 1/4 x 9 3/4	15.75
8 x 10	10 3/4 x 14	17.50
10 x 8 Group	13 x 11 5/8	18.00
11 x 14	14 x 18 1/2	34.00
14 x 11 Group	17 x 15 1/2	34.00

Boxed in 100's, 3x4, 3x5, 4x6  
Boxed in 50's—All Other Sizes

## Midvale Easel

Gray and Neutral—Black and Silver—Black and Gold—  
Coated Stock—Crushed Edge Underlay—Slip-in Style

Attractiveness sells more pictures. The MIDVALE EASEL enhances the portrait but does not detract any attention from the portrait. Made in a complete range of sizes. Exceptionally reasonable at today's prices.



Print Size	Outside Size	Price per 100
3 x 5	4 3/4 x 6 5/8	\$ 7.00
4 x 6	5 5/8 x 8 5/8	9.00
5 x 7	6 3/4 x 9 1/2	11.00
7 x 5 Group	8 7/8 x 7 5/8	12.50
6 1/2 x 8 1/2	9 x 12	17.00
8 1/2 x 6 1/2 Group	11 1/8 x 9 3/4	17.00
8 x 10	10 x 13 1/2	19.00
10 x 8 Group	12 1/2 x 11	19.00

Boxed in 100's, 3x5 and 4x6—Boxed in 50's, 5x7 and 7x5  
Boxed in 25's, 6 1/2 x 8 1/2 and larger

Sample on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors

# "Sussman Mounts Are Paramount"

## *Kelvin Easel*

Creation Coated Duplex Cover and Insert Stock—Serrated Edge Underlay—Slip-In Style—Gray and Neutral Shades

Strikingly modern in stock and design, most attractively framing photographs, aptly describe the Kelvin easel. In oversized dimensions throughout all the sizes in which it is made, it is a style which once seen, will demand instant attention, and produce customer demand for additional pictures.

Kelsey is the Kelvin Style in 2-piece Gray only

Print Size	Outside Size	Price per 100
3x 4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 7.25
3x 5	5 <sup>3</sup> / <sub>4</sub> x 7 <sup>5</sup> / <sub>8</sub>	9.00
4x 6	6 <sup>1</sup> / <sub>8</sub> x 9	10.75
5x 7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	12.25
8x 10	10 x 13 <sup>1</sup> / <sub>2</sub>	20.50
10x 8	12 <sup>1</sup> / <sub>2</sub> x 11	21.00

### KELSEY

Print Size	Outside Size	Price per 100
3x 4	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>	\$ 5.50
3x 5	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	6.75
4x 6	6 <sup>1</sup> / <sub>8</sub> x 9	8.50
5x 7	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>	9.50

Boxed in 100's in 3x4 size—Boxed in 50's, 3x5, 4x6 and 5x7

Boxed in 25's, 8x10 and 10x8

Sample on receipt of List Price



## *Falcon Folder*

Crash Patterned White Rag Stock—Slip-In Style—Deckled Cover and Insert



This folder gives an impression of greater worth than the modest prices would indicate. A pleasing shaded tint in a double plate sink on the insert around the opening, lends an artistic appearance to your portraits.

Size	Outside Size	Price per 100
3 x 4	5 x 7	\$ 6.75
3 x 5	5 <sup>1</sup> / <sub>2</sub> x 8	7.75
4 x 6	7 x 10 <sup>5</sup> / <sub>8</sub>	10.50
5 x 7	8 x 11 <sup>3</sup> / <sub>4</sub>	11.75
7 x 5 Group	9 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>	12.25
6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 12 <sup>1</sup> / <sub>2</sub>	14.50
8 x 10	10 <sup>3</sup> / <sub>4</sub> x 14	17.00
10 x 8 Group	13 x 11 <sup>5</sup> / <sub>8</sub>	17.00

Boxed in 100's, 3x4, 3x5, 4x6, 5x7

Boxed in 50's—All larger sizes

Samples on receipt of List Price

Manufactured by A. SUSSMAN & CO., Philadelphia

**HIRSCH & KAYE**

Distributors



# The American Annual of Photography

Volume 57 • 1943

272 pages . . . 72 pictorial illustrations . . . 20 articles . . . Formulary  
Pictorial List

This is the annual that every photographer looks forward to. This is the annual that gives you INFORMATION; pictorial, technical, commercial. Make good use of your photographic reading time by reading the one photographic annual that is packed full of meat. Look at the list of articles.

- SPACE-TIME AND THE PHOTOGRAPHER—*L. Moholy-Nagy*. Articulation without structure.
- CAMERAS, COLOR AND KODACHROME—*Floyd E. Somerville*. Translating theory into practice.
- EQUIPMENT IN THEORY AND PRACTICE—*Calvin Rutstrum*. Making it earn its keep.
- HOME PORTRAITURE—*Paul L. Anderson*. A study in characterization.
- KNOCK-DOWN COPY STAND—*William A. Barnhill*. Takes the drudgery out of the job.
- SOME CHARACTERISTICS OF VARIGAM PRINTING PAPER—*Paul E. Boucher*. How much it stretches the scale.
- ARTIFICIALITY AND CONVENTION—*H. W. Honess Lee*. Ancient shackles broken.
- EFFICIENT LIGHT SOURCES IN PHOTOMICROGRAPHY—*D. H. Hamly*. Approached from a scientific angle.
- PHOTOFLASH FACTS—*Arthur Palme*. Putting them to intelligent use.
- LIGHTING FOR COLOR PORTRAITURE—*Leo A. Leigh*. Intelligent use for effective results.
- CINÉ TITLE BACKGROUNDS FROM KODASLIDES—*John W. McFarlane*. Two beauties combined.
- TECHNIQUE OF DOCUMENTARY PHOTOGRAPHY—*Louis A. Waters*. Specific operating instructions.
- INFRARED PICTORIALISM—*Jack Wright*. A new light on an old subject.
- NATURE IN SEQUENCE—*Henry B. Kane*. And looking much alive.
- PRACTICAL SENSITOMETRY—*W. A. Reedy*. A practical presentation.
- BIBLIO—*Herbert C. McKay*. A lot for your money.
- PICTORIALISM THROUGH THE YEARS—*Frank R. Fraprie*. A brilliant historical document.
- RHYTHMIC PICTORIAL COMPOSITION—*G. G. Granger*. A new and effective approach.
- DYNAMIC SIMPLICITY—*Stanley Rayfield*. Puts a wallop in pictures.

\$1.50 in paper, \$2.25 in cloth

Postage extra: 1st and 2nd zones (1-150 miles), 11c; 3rd zone (150-300 miles), 13c; 4th zone (300-500 miles), 17c.

## BOOM OR DEPRESSION?

Many present economic policies undoubtedly would be different if all groups of the people realized that war is not a condition of prosperity in which they may aspire to a greater share. On the contrary, war in its effect on living standards is a state of depression, however the fact may be obscured to the general view by high industrial activity, high payrolls and farm income, and the other recognized business indexes. There is no "melon" of increased production of goods and services to be cut; instead the supply of the necessities and comforts of life to be divided is smaller. Pressure group demands are in general demands for a slice of a non-existent melon; and when they are based on the principle of "equality of sacrifice" they pervert a noble phrase. Whether through misunderstanding of economic principles, or through intent, they are in fact attempts to avoid sacrifice, by laying the burden on the other fellow.—Extract, *Bulletin of the National City Bank of New York*.

## PORTABLE BACKGROUNDS



### "MODEL"

#### Design No. 223

Complete Box Outfit as shown, no tripod needed with this. Painted on ONE side. 4x6, \$19.20; 5x7, \$22.50; 6x8, \$26.40. Painted BOTH sides, 4x6, \$19.20; 5x7, \$26.50; 6x8, \$36.00.

### "JUNIOR"

#### Design No. 224

Simple Portable Outfit rolls from bottom on wood roller, slat at top hooks over tripod. Single painted: 4x6, \$9.75; 5x7, \$13.00; 6x8, \$23.10. Painted both sides: 4x6, \$12.00; 5x7, \$20.00; 6x8, \$28.10. See catalog for other designs.





## PAKO PRODUCTS

The new 1943 Revenue Act, effective November 1, 1942, increases the excise tax on PAKO equipment from 10 per cent to 25 per cent.

All back orders awaiting shipment or new orders arriving on or after November 1, 1942, will be billed in accordance with the new tax.

Where a Tax Exemption Certificate covering an order to be shipped on or after November 1, 1942, has been issued on a 10 per cent basis, a new Certificate covering the additional tax of 15 per cent should be procured and forwarded to us.

### No Tax on Replacement Parts

The new excise tax does not apply to replacement or repair parts except when they are purchased with and at the same time as a taxable item. This includes parts in which rubber is the chief component, as rubber is exempted from the tax in this new law.

### A-10 Rating Required on All Repair Parts Orders

All orders for replacement or repair parts should bear an A-10 rating as provided in Preference Rating Order P-100. This applies to all repair parts whether purchased as such or used in the rebuilding of equipment such as a printer head. Therefore when sending in orders for the rebuilding of equipment, be sure that your order bears the proper rating.

Much time can be saved in filling replacement part and repair orders if all will be careful to properly certify the ratings on all orders before they forward them to us. The form of Certification now authorized for all ratings including A-10 under P-100 is shown in Priorities Regulation 3 as Amended October 3, 1942, a copy of which can be procured from your nearest WPB field office or direct from Washington. It has been published in the Focus.

### Canvas Aprons Require Rating of A-2 or Better and End-Use Certificate

Under General Preference Order M-91 covering cotton duck products, orders for canvas dryer-aprons must bear a preference rating of A-2 or better, and, except on orders of the Army, Navy and Maritime Commission, must be accompanied by a signed Certificate of end-use as authorized in the order.

Copies of this Certificate may be obtained from Hirsch & Kaye. We require a signed copy of this Certificate from each customer buying an apron, and, in turn, we forward a signed Certificate made out for "resale" with our order to factory.

Where an A-2 or higher rating cannot be given, we will accept your order and substitute "drill" for canvas. Be sure such orders bear an A-10 rating.

### Copper, Bronze, and Brass Parts Available Only on Special Orders

Under Order M-9-c, photographic equipment parts made of copper or copper base alloys are available only on military orders and for the repair of document copying machines. Whenever substitute materials for such parts are available, your order will be filled. Otherwise, these items must be deleted.

While we realize that these restrictions can only add to the inconveniences you are experiencing in business today, your compliance with them will greatly assist us in giving you the best service possible under the difficult conditions of war days.

Be assured that we are doing everything possible to serve you as efficiently as we can, and that your cooperation is most sincerely appreciated.

## WABASH FLASHLAMP CHANGE

The manufacture of certain types of photoflash and photoflood lamps has been discontinued by the War Production Board. Lamps no longer manufactured are these:

Superflash Press 50  
 Superflash No. 3X  
 Superflash No. 0B  
 Superflash No. 40B  
 Superflash No. 3B

Superflood No. B1  
 Superflood No. B4  
 Super-N-Larger No. E-10  
 Super-N-Larger No. E-12  
 Super-N-Larger No. E-14

This limitation order does not affect the stock we have on hand which we will continue to sell without restriction as long as the supply lasts. Our readers are reminded that we have a stock of these discontinued lamps.

We recommend the following substitutions:

For Press 50—substitute—either Press 40 or No. 2.

For No. 3X—substitute—either No. 2 or No. 3.

For No. 0B and No. 40B—substitute—No. 2B.

For No. 3B—substitute—No. 2B.

For Blue Superflood No. B1 and No. B4—substitute—No. B2.

For No. E-10—substitute—No. E-11.

For No. E-12—substitute—No. E-11.

For No. E-14—substitute—No. E-15.

You will note that we recommend in several instances substitute lamps of lesser and greater intensity. This will give the photographer a chance to choose the proper lamp required.

### Kodalith Film

Your attention is called to the following change in Kodalith film. As fast as existing stocks are sold out, orders will be filled with this recommended substitute:

<i>Film Discontinued</i>	<i>Recommended Substitute</i>
Eastman Gravure.....	Eastman Commercial
Kodalith Blue Sensitive.....	Kodalith Ortho
Kodagraph Contrast.....	Kodalith Ortho Thin
Process Thin Base.....	Base

### Discontinued

As long as stock continues to be available we will continue to fill orders for Eastman Autopositive Commercial and Kotava Safety Positive film. After our stock is depleted these items will be considered discontinued for the duration.

### The Front Page

We are indebted to the editor of the *Victor News*, published by General

Electric X-Ray Corporation, for the illustration on the front page. It is appropriate to mention that X-Ray film has not been rationed and perhaps professional photographers will out of sheer necessity take up X-Ray technique.

### Bay Region Photographers Should Understand This

We who go about our business under dim-out conditions, need be reminded that as pedestrians we assume a great hazard to our personal safety when we wear dark clothing at night. A person crossing a street at night attired in dark or non-reflecting colors of clothing will reflect no light even if there is a light. When crossing a street you may know the proximity of an automobile by the dimmed lights, but remember the driver probably is unaware of your presence.



# The Fight to Stay in Business!

Gentlemen:

Our cameras and lenses are gone, tripods, trays, and metal goods are non-existent. One by one the things that we sell or use to stay in business have been taken away—for national defense, and NO ONE HAS SQUAWKED YET. *Further curtailments and restrictions we cannot stand and exist in business.* Films have been rationed about 50 per cent—flash and photoflood lamps wiped off our counters and those of our dealers. The book reads “No gasoline for deliveries of photo finishing,”—and there is no end to the edicts that are grinding out of Washington—some of them justified. In my humble opinion many of them needless, ruthless and without regard for what happens to the home front or the national economy.

## THIS BUSINESS IS ESSENTIAL AND SERVING THE WAR EFFORT

Every last finishing plant and camera shop is serving the defense plants, the armed services, government agencies and other essential agencies in some degree, with photo services that in almost every case are mandatory, and directly a part of the defense program. Almost none of them can stay and exist in business to serve these defense agencies if their remaining civilian business is taken away. Over 70 per cent of the remaining civilian pictures now being finished are pictures of the “new soldiers,” sailors or marines, or are pictures of the home folks being sent to these men in the service of their country in every section of the world. *This flow of pictures is a part of the national defense. IT MUST NOT STOP.*

Our organization composed of commercial photo finishers, mail-order finishers and camera shop owners, refuses to believe that it is either patriotism or common sense to sit back and let our businesses be needlessly destroyed without even making an effort to save them. Our sons must not come home and find everything on the home front destroyed and their inheritances gone. *We think we can as an industry stand our share of the cuts and curtailments.* We think we have stood our share, but so long as beer is classed as an essential food and given grain, sugar, tires for delivery and gasoline to run their trucks, vital steel and tin for barrel drums and bottle caps, then it is high time we laid a few facts in the hands of the right people in our national government. We have got to get down there and fight for a fair deal and the consideration that this industry justly deserves. *Only the facts can save us and our businesses and they will never ever be heard unless we have strong and able representation in Washington. THAT COSTS REAL MONEY.*

We are not going in for any program of high priced lawyers or professional lobbyists. We propose to use the talent and experience of our own attorney, accountants and executive manager and the facilities of our national office to bring the simple truth and present it to the War Production Board, to the Senate’s Small Business committee, and to every senator and congressman in these United States. Big Business is getting along all right—small business is entitled to an even break if it is serving. Let’s place the facts in the right hands in Washington and find out if this is still a democracy.

Send me a letter outlining your own problems and your own ideas of additional steps that will aid our salvation as an industry.

Sincerely yours,

Personal Address  
C. O. LINN  
Linn Camera Shop  
Lansing, Mich.

**MASTER PHOTO FINISHERS,**

C. O. LINN, National President.

## A RESOLUTION

The following resolution was presented by the Resolutions Committee at the Cincinnati National Convention and received a unanimous vote of approval:

### BE IT RESOLVED:

1. That we assembled at the nineteenth national convention of the M. P. F. A. pledge our time, our finances, our businesses and our lives to the end that this, our country, may emerge victorious from this world-wide struggle between the ideologies of suppression and freedom.
2. Be it further resolved that we will exert every effort to maintain the liberties for which we fight and the foundations of the businesses in which we are engaged, to the end that our sons, who are on the firing line may come back to these liberties and livelihoods and find them unimpaired.
3. Be it further resolved that we see no inconsistency between our all-out effort to promote a victorious conclusion to this war and our desire to preserve those things for which we fight.

### CASH ON THE TABLE —

Following that resolution and a few "Strong Words" by former President George S. Cullen of Washington, D. C., and "Johnny" Alves of Braintree, Mass., the photo people present raised over \$7,100 in CASH ON THE TABLE to see that their business is properly represented in Washington. Telegrams to absent leaders, members and non-members alike, brought splendid additional checks.

### —BUT, WE NEED \$10,000 MORE TO DO THE JOB AND FOLLOW THROUGH

If you, too, want action—say it with a check to C. O. LINN, President, Master Photo Finishers, Linn Camera Shop, Lansing, Mich.

## Graflex "E" Award Ceremonies Held in Rochester

On Tuesday evening, November 10, 1942, the famed Eastman Theater of Rochester, N. Y., was the scene of the formal presentation of the coveted Army-Navy "E" award to the Folmer Graflex Corporation of that city, manufacturers of Graflex and Graphic cameras and photographic equipment. Over 3,000 attended the ceremonies, the audience comprising officers and members of the Graflex organization, their invited guests, many high Army, Navy, Marine and Coast Guard officers, and civic authorities.

Following the presentation ceremony, the audience heard an address by Cecil Brown, noted CBS war correspondent, whose topic was "We Can't Win This War by Default."





## NEW TONE FOLDER

Manufactured especially for portraits made with Kodak Blue Toner and Kodak Selenium Sepia Toner.

Colors . . . white insert with delicate blue lines and beveled edge around opening, duplex gray and white cover . . . ivory insert, dark brown beveled edge opening bordered with small ruled lines in sepia tint, cover a warm brown—all edges feather deckled.

The simplicity of the stocks and design of the NEW TONE FOLDER lends a certain appeal to these delicate tones.

There is a growing demand for sepia portraits. Blue tones—something new to feature for Christmas. Order a supply from your dealer and brighten up your display.

# EASTMAN KODAK COMPANY

[TAPRELL LOOMIS DIVISION]

CHICAGO, ILLINOIS

*Jerry's**Corner**By Himself*

Spring has sprung,  
 Fall has fell,  
 Winter is here,  
 And it's colder than ——  
 It was last year.

/ / /

Those bombs the English drop on  
 Germany—would you call them grapes  
 of RAF?

/ / /

If you're inconvenienced by not being  
 able to get cameras, meters, and other  
 things—think of the inconvenience of  
 the other fellow when he gets the prod-  
 ucts now being made in those factories.

/ / /

The Japs are complaining that their  
 part of the ocean, the bottom, is getting  
 overcrowded.

A sunk Jap a day keeps a long war  
 away.

/ / /

There are some things about this war  
 I don't understand.

In San Francisco they close the taverns  
 early, but people go home on staggered  
 hours.

Then they ration gas to save rubber.  
 So they figure a way to make your rub-  
 ber go further. No left hand turns down-  
 town, and to get around the corner you  
 drive four blocks further.

In the Navy is a man named Halsey.  
 He's a Vice Admiral. San Francisco says  
 there is no vice, and the Navy makes  
 him a full admiral.

Brother can you spare a film for a  
 cup of coffee?

/ / /

Rationing is the part you get after the  
 hoarders have got theirs.

/ / /

Price Administration means you pay  
 more for what you buy but can't charge  
 more for what you sell.

/ / /

When they ration leather there will  
 be a shortage of soles—but never of  
 heels.

/ / /

Driving your car is like a woman's  
 age. Keep it under 35.

/ / /

As I understand it, a photographer  
 gets an A book for gas, but if his busi-  
 ness is a sensual business, he can get  
 more.

/ / /

Butchers are really trying to make  
 both ends meat.

/ / /

A teddy bear sat on the ice,  
 As cold as cold could be,  
 But soon he up and walked away,  
 "My tale is told" says he.

/ / /

I hope 1943 brings you nothing but  
 good news.

JERRY.





## Ceiling Prices For Photographic Services

The following information is reproduced with permission of *The Commercial Photographer*, in which publication the article appeared at the request of the Office of Price Administrator:

Basic prices are those you charged in March of 1942. It is important that you maintain records of your transactions and services rendered and if you have given your customers receipts, you should continue to do so. Even though you may not make a practice of giving a receipt, you must be in position to give one to any customer who demands it. You must be in position to produce a list or a statement showing the highest prices you charged for services during March, 1942, for which you regularly quoted prices during that month. You must also keep a record or description of each of these services and so complete that any person can identify these services by reading your description. You must be prepared to show the pricing method you regularly used during March, 1942. This record should show all allowances, discount, and price differentials which you were in the habit of giving during March, 1942. This information must be produced on demand by any person who asks for it during ordinary business hours.

If not already done, you should file a copy of the above mentioned prices with your nearest Office of Price Administration and rationing board. The postmaster can give you the address if in doubt.

### How to Find Your Ceiling Price for a Service

The following ways of finding your ceiling price must be used in the order listed. That is, use No. 2 only if No. 1 won't work, and use No. 3 if neither No. 1 nor No. 2 will work, etc.

If this is the case	Then your ceiling price is
1. If you regularly figured your prices in March, 1942, by using a rate, or a pricing method and charges, and the service you are pricing was ordinarily priced by using that rate or pricing method, in March, 1942.	1. The price you figure by using the highest rate, or the pricing method, including the highest charges, you used in March, 1942. In other words you must charge no more now than you would have charged in March. You must not charge more for labor or materials than you did charge in March, nor may you add a larger percentage for overhead or profits.
2. If you did not regularly use a rate or pricing method in March, 1942, but you did supply the same service then.	2. The highest price you charged to the same sort of customer in March, 1942.
3. If you did not regularly use a rate or pricing method in March, 1942, and did not supply the same service then, but you <i>did offer to supply</i> it in that month.	3. The highest price at which you offered to supply that service to the same sort of customer in March, 1942.



If this is the case	Then your ceiling price is
<p>4. If you did not regularly use a rate or pricing method in March, 1942, and did not supply or offer to supply the same service then, but you <i>did supply a similar service</i> in that month. (A "similar service" means one having the same use and purpose and ordinarily supplied at the same or nearly the same price.)</p>	<p>4. The highest price which you charged to the same sort of customer for the similar service in March, 1942.</p>
<p>5. If you did not regularly use a rate or pricing method in March, 1942, and you did not supply the same or a similar service or offer to supply the same service then, but you <i>did offer to supply a similar service</i> in that month.</p>	<p>5. The highest price at which you offered to supply the similar service to the same sort of customer in March, 1942.</p>
<p>6. If you cannot find your ceiling price by (1), (2), (3), (4) or (5), because you did not use a rate or pricing method and you did not supply or offer to supply the same or a similar service in March, 1942.</p>	<p>6. The ceiling price of your closest competitor (found as in (2), (3), (4) or (5) above). If your competitor regularly figured his prices in March, 1942, by using a rate, or pricing method and charges, for the same or a similar service, you may also use that rate, or pricing method and charges, but only for such services. (Your closest competitor is the man with the business most nearly like yours who is located nearest to you. He is the man from whom you might take business or who might take business from you.)</p>
<p>7. If you cannot find your ceiling price in any of the six ways above.</p>	<p>7. A price not more than you would have charged for the service if you had supplied it in March, 1942. (This price must be found by using the rate or the pricing method and charges which you regularly used for any service you supplied in March, but must not be more than the sum of the three following items: (1) The cost of direct labor used in supplying the service, but you must figure this out using wage rates no higher for each type of employer than you paid in March, 1942. If you had no such employees, use the wage rates your competitors paid such employees in March, 1942. (2) The cost of materials used in supplying the service, but you must figure this out using prices for materials no higher than the ceiling prices set by OPA for purchase of these materials by you. If no such ceiling prices have been set, then use the prices that you or buyers like you had to pay for these materials in March, 1942. (3) The margin over the cost of direct labor and materials, figured as a percentage of that cost, so as to be the same percentage margin that you secured in March, 1942, on the service which accounted for more of your business than any other service you sold. From this total sum you must subtract any discounts or allowances that you gave in March, 1942, to the same sort of purchaser. You must fill out Form 265:1 and report every price found in this way to your district or State OPA Office.)</p>
<p>8. If you can find a ceiling price by one of the seven ways above, but in past years you have regularly charged different prices for the same service in different seasons of the year.</p>	<p>8. For each season, the highest price you charged for the service in the corresponding season of the year before March, 1942, plus a percentage increase in that price. The percentage increase is found by using the table given in (9) below. Take the date at the end of each season whose last day fell within the year before March, 1942. Find where that date falls in the left-hand column. Use the percentage opposite in the right-hand column. Add this percentage of your highest price in the corresponding season in the year before March, 1942, to that price. This will give you your ceiling price for each season separately. You must report each price found in this way to your district or State OPA Office, using Form 265:2.</p>

If this is the case	Then your ceiling price is																										
<p>9. If the service you are pricing is one you performed regularly during only one season of the year preceding March, 1942, and you did not perform it in March, 1942.</p>	<p>9. The highest price you charged for the service in the period during which you last performed it, plus an added percentage of that price as follows:</p> <table border="1" data-bbox="467 338 813 758"> <tr> <td data-bbox="467 338 813 422">If you last performed the service between the following dates:</td> <td data-bbox="813 338 1208 422">Then you may add the following percentage to your highest price during that period:<sup>1</sup></td> </tr> <tr> <td data-bbox="467 422 813 453">Mar. 1-Apr. 14, 1941</td> <td data-bbox="813 422 1208 453">12.9%</td> </tr> <tr> <td data-bbox="467 453 813 485">Apr. 15-May 14, 1941</td> <td data-bbox="813 453 1208 485">11.8%</td> </tr> <tr> <td data-bbox="467 485 813 516">May 15-June 14, 1941</td> <td data-bbox="813 485 1208 516">11.1%</td> </tr> <tr> <td data-bbox="467 516 813 548">June 15-July 14, 1941</td> <td data-bbox="813 516 1208 548">9.3%</td> </tr> <tr> <td data-bbox="467 548 813 579">July 15-Aug. 14, 1941</td> <td data-bbox="813 548 1208 579">8.5%</td> </tr> <tr> <td data-bbox="467 579 813 611">Aug. 15-Sept. 14, 1941</td> <td data-bbox="813 579 1208 611">7.6%</td> </tr> <tr> <td data-bbox="467 611 813 642">Sept. 15-Oct. 14, 1941</td> <td data-bbox="813 611 1208 642">5.7%</td> </tr> <tr> <td data-bbox="467 642 813 674">Oct. 15-Nov. 14, 1941</td> <td data-bbox="813 642 1208 674">4.6%</td> </tr> <tr> <td data-bbox="467 674 813 705">Nov. 15-Dec. 14, 1941</td> <td data-bbox="813 674 1208 705">3.7%</td> </tr> <tr> <td data-bbox="467 705 813 737">Dec. 15, 1941-Jan. 14, 1942</td> <td data-bbox="813 705 1208 737">3.4%</td> </tr> <tr> <td data-bbox="467 737 813 758">Jan. 15-Feb. 14, 1942</td> <td data-bbox="813 737 1208 758">2.1%</td> </tr> <tr> <td data-bbox="467 758 813 772">Feb. 15-Feb. 28, 1942</td> <td data-bbox="813 758 1208 772">1.2%</td> </tr> </table> <p data-bbox="1001 453 1208 674"><i>Note</i> <sup>1</sup>You must fill out Form 265:2 and report every price found in this way to your district or State OPA Office.</p>	If you last performed the service between the following dates:	Then you may add the following percentage to your highest price during that period: <sup>1</sup>	Mar. 1-Apr. 14, 1941	12.9%	Apr. 15-May 14, 1941	11.8%	May 15-June 14, 1941	11.1%	June 15-July 14, 1941	9.3%	July 15-Aug. 14, 1941	8.5%	Aug. 15-Sept. 14, 1941	7.6%	Sept. 15-Oct. 14, 1941	5.7%	Oct. 15-Nov. 14, 1941	4.6%	Nov. 15-Dec. 14, 1941	3.7%	Dec. 15, 1941-Jan. 14, 1942	3.4%	Jan. 15-Feb. 14, 1942	2.1%	Feb. 15-Feb. 28, 1942	1.2%
If you last performed the service between the following dates:	Then you may add the following percentage to your highest price during that period: <sup>1</sup>																										
Mar. 1-Apr. 14, 1941	12.9%																										
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Jan. 15-Feb. 14, 1942	2.1%																										
Feb. 15-Feb. 28, 1942	1.2%																										
<p>10. If the service you are pricing is seasonal and should be priced under (8) or (9), but you did not perform the same or a similar service during the year before March, 1942.</p>	<p>10. The ceiling price of your closest competitor for the same or a similar service, as determined under (8) or (9). "Closest competitor" is defined in (6) above. "Similar" is defined in (4) above. You must report every price found in this way to your district or State OPA Office on Form 265:2.</p>																										
<p>11. If you cannot price the service by any method described above. (This is a very rare case.)</p>	<p>11. One which you determine yourself and report to your district or State OPA Office on Form 265:3, explaining how you arrived at this price. Your price will be subject to disapproval at any time by the Office of Price Administration.</p>																										
<p>12. If you gave any discounts or allowances or special low prices to any class or kind of customers in March, 1942.</p>	<p>12. Then you must keep on giving at least the same discounts, allowances, or special low prices to the same kinds and classes of customers.</p>																										

*May you ever charge more than your ceiling price?* No. You may, however, apply to the OPA for adjustment of your ceiling prices, but only in cases provided for in Sections 1499.114 and 1499.115 of Maximum Price Regulation No. 165. If you have any question about adjustments, get in touch with your District, State, or Regional Office of Price Administration Office. You cannot charge more than your ceiling prices until OPA has entered an order permitting you to do so.

This article is merely a guide to help you. It is not a substitute for Maximum Price Regulation No. 165. The Regulation establishes your legal duties. In order to protect yourself you must familiarize yourself with its provisions.

## Glass Frames

Recently we received a good supply of two new styles of glass frames. We submit the following description:

Style No. 1001 has a picture opening  $7\frac{1}{4} \times 9\frac{1}{4}$ . The actual overall dimension is  $10 \times 12$ . The frame border is made of 4 strips or panels of mirror  $1\frac{1}{2}$ " wide, nicely mounted on a stiff cardboard base. The back, which is furnished with easel stand, is readily removed for inserting the photograph.

Type 1002 is similar in design but in place of the mirror strips, the frame consists of strips of cream colored glass, the color of exposed but undeveloped film. The price of either style is \$1.66 list less the customary professional discount. You will find ready acceptance for both styles and it is our suggestion you order at least one of each to be included in your next order so that you may display the new styles.



# Bargains for the Photographer

*(Offered subject to prior sale)*

Because of the unusually long time between preparation of the copy for these pages and the day when the *Focus* may be mailed, we have omitted the usual list of bargains. We still have equipment in our bargain room in the main building, as well as the larger bargain room on Sutter Street.

If you are interested in the installation or addition of a lens, printer, dryer, or other equipment, it will be worth your while to write to us and tell us what you would like to have. We will then reply and tell you what we have.

Are you interested in bargains in cut film, film packs, roll film, or paper? We often have materials similar to what you use and we suggest you tell us the size and type of material you use and we will try to submit a list for your selection. At all times remember that the unexpected bargain is likely to be available to you if you will ask us.



## UNTIL VICTORY

It is with much regret that we announce that this is the last number of the *Focus* in the form in which you have received it for the past 18 years.

For the past year, the *Focus* has been published every other month. Almost at once we realized that an announcement of new conditions, priority regulations, and similar information once in sixty days was by no means sufficient. Hereafter, in place of the usual type of magazine, the *Focus* will reach you in the form of bulletins or announcements when and as this information should be in your possession. It is hoped that during 1943, you will hear from us three or four times as often. We suggest that you keep your copies of the *Focus* in its present and revised form because of helpful information and other announcements which are vital to your business. When conditions again become normal, the *Focus* will be resumed in its usual form. We will try to make the new form of *Focus* as helpful as possible so as to show our appreciation for the business you have sent us.



## *Kodak Prepared Developers*

**Packed in Glass to Conserve Metal  
Ready Prepared to Conserve Time**

**J**UST take a package of Kodak Prepared Developer from your shelf, add to water, stir, and you're all set—assured of the finest tested chemicals, perfectly balanced for best results.

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